

# Digital Marketing

45 Hours Training Program - Digital Sector

## Teaching - Learning Material



Project Implementation Unit

Department of Mechatronics, University of Engineering and  
Technology, Peshawar

# DIGITAL MARKETING

(Fast-Track & Skill-Oriented Training Program)

## TEACHING & LEARNING MATERIALS



University of Engineering & Technology, Peshawar

## 1. Training Salient:

Entry Requirements	<b>Minimum Qualification:</b> Matric <b>Prerequisite:</b> Basic Computer Literacy
Total Training Hours	45 Hours
Training Methodology	<b>Theory:</b> 9 Hours (20%) <b>Practical:</b> 36 Hours (80%)
Medium of Instruction & Assessment	English, Urdu, & Pushto

## 2. Training Objectives:

By the end of this training, trainees will be able to:

- Develop a digital marketing strategy and execute campaigns
- Use tools like Google Ads, Google Analytics, Facebook Business Suite, and Canva
- Run targeted campaigns on Google, Facebook, Instagram, and YouTube
- Understand SEO, content marketing, and audience targeting
- Analyze performance using analytics tools
- Create a freelancer profile on Upwork, Fiverr, etc.
- Handle clients, write proposals, and manage projects independently

## 3. Training Learning Outcomes (TLOs):

- **TLO 1:** Develop a digital marketing strategy and execute campaigns
- **TLO 2:** Analyze performance using analytics tools and create a freelancer profile on Upwork, Fiverr, etc.

## 4. Job Opportunities:

After completing the training, trainees can pursue roles such as:

- Digital Marketing Assistant
- Social Media Executive
- Google Ads Specialist
- SEO & SEM Assistant
- Freelance Digital Marketer
- Content Marketing Coordinator
- E-Commerce Marketing Assistant

## 5. Training Materials / Resources:

Category	Items
Consumables	<ul style="list-style-type: none"><li>- Printed briefs and activity handouts (campaign templates, content calendars)</li><li>- A4 paper, pens, notebooks</li></ul>
Non-Consumables	<ul style="list-style-type: none"><li>- Desktop PCs/Laptops with Canva, Google Workspace, Facebook Business Suite, Google Ads account (demo/sandbox)</li><li>- High-resolution projector &amp; screen</li><li>- Whiteboard &amp; markers</li><li>- Internet access (Wi-Fi)</li><li>- Printer &amp; scanner</li><li>- Evaluation setup</li></ul>

## 6. Training Curriculum / Schedule:

Sr. No.	Training Module	Learning Units	Theory/ Practical (Hrs)
1	<b>M 1.1:</b> Health & Safety  <b>Objective:</b> Develop awareness and practices to ensure personal and workplace safety, recognize hazards, and respond effectively to emergencies.	<b>LU 1.1.1: Introduction to Safety</b>  <b>Learning Objectives</b> <b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Explain why safety is important in every environment, including training rooms and workplaces.</li> <li>• Recognize that safety is a shared responsibility of everyone.</li> <li>• Follow safety instructions, signs, and rules effectively.</li> </ul> <b>Knowledge / Content</b> Safety is about <b>preventing accidents before they happen</b> . In a training room, this means ensuring that simple practices—like keeping cables untangled, not eating or drinking near laptops, and using equipment properly—help avoid major risks. Safety is not just physical but also digital. Just as helmets protect motorcyclists, strong passwords, and safe browsing protect digital environments. Key messages to emphasize: <ul style="list-style-type: none"> <li>• <b>Why Safety Matters:</b> Protects people, equipment, time, and builds confidence.</li> <li>• <b>Shared Responsibility:</b> Everyone, not just the trainer, must stay alert and proactive.</li> <li>• <b>Rules &amp; Instructions:</b> Signs, rules, and trainer guidance exist to prevent harm.</li> </ul> <b>Skills / Practical Tasks</b> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Observation Walk):</b> Trainees walk around the room and identify at least 3 safety risks (e.g., loose wires, spilled water, overloaded sockets).</li> <li>• <b>Activity 2 (Discussion):</b> Each trainee shares one unsafe practice they have seen and describes its possible consequences.</li> <li>• <b>Activity 3 (Digital Safety Demo):</b> Show a phishing email or suspicious link and ask trainees to point out warning signs.</li> </ul> <b>Trainer's Notes</b> <ul style="list-style-type: none"> <li>• Start with an <b>icebreaker</b>: "What is the most dangerous accident you've ever seen at school, work, or home?"</li> <li>• Show visuals: compare a messy desk vs. an organized desk.</li> <li>• Reinforce the core message: <b>"Safety = Prevention."</b></li> <li>• Make a clear analogy: physical helmets = digital strong passwords.</li> </ul>	1 Hr (Th/Pr)

		<ul style="list-style-type: none"> <li>Encourage trainees to take initiative—remind them safety is everyone's duty.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Trainee can define safety in their own words.</li> <li>Trainee identifies at least 2 unsafe practices in the classroom.</li> <li>Trainee explains why safety is important in both physical and digital environments.</li> </ul> <p><b>LU 1.1.2: Personal Safety Practices</b></p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>Describe the importance of personal hygiene and cleanliness in a workplace or training setting.</li> <li>Identify appropriate clothing and protective items required for safe participation.</li> <li>Demonstrate how to maintain a clean, organized, and safe workspace.</li> </ul> <p><b>Knowledge / Content</b> Personal safety practices are the <b>foundation of workplace readiness</b>. They protect not only the individual but also others around them. Trainers should stress that being mindful of clothing, hygiene, and workspace cleanliness reduces risks and increases productivity. Key principles include:</p> <ul style="list-style-type: none"> <li><b>Clothing &amp; Protective Gear:</b> Wear suitable clothes (e.g., avoid loose sleeves near machines, use protective glasses if needed).</li> <li><b>Personal Hygiene:</b> Good hygiene prevents illness and maintains a professional environment.</li> <li><b>Workspace Cleanliness:</b> An organized desk reduces accidents, keeps equipment safe, and supports efficiency.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Demonstration):</b> Trainer demonstrates correct sitting posture at the workstation (chair height, screen distance, wrist angle). Trainees practice adjusting their setup.</li> <li><b>Activity 2 (Group Checklist):</b> In groups, trainees create a checklist of personal safety habits (e.g., washing hands, keeping water bottles away from laptops, not cluttering desks).</li> <li><b>Activity 3 (Case Review):</b> Show photos of safe vs. unsafe clothing/equipment and ask trainees to identify the differences.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• <b>Stay Calm:</b> Panic causes confusion and increases risks.</li> <li>• <b>Know Escape Routes:</b> Always be aware of nearest exits and assembly points.</li> <li>• <b>Emergency Equipment:</b> Fire extinguishers, alarms, and first-aid kits should be located and understood.</li> <li>• <b>Follow Guidance:</b> Always follow the instructions of trainers or supervisors who are responsible for leading evacuation.</li> <li>• <b>Types of Emergencies:</b> Fire, power failure, natural disasters, medical emergencies, digital security breaches.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Evacuation Drill):</b> Conduct a mock drill where trainees practice leaving the room quickly, calmly, and assembling at a safe point.</li> <li>• <b>Activity 2 (Equipment Familiarization):</b> Show trainees where the fire extinguisher, alarm, and first-aid kit are located. Explain their basic use.</li> <li>• <b>Activity 3 (Scenario Role-Play):</b> Present a scenario (e.g., sudden blackout or a laptop catching fire). Trainees discuss step-by-step how they would respond.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep a <b>floor map</b> handy with exits and safe areas clearly marked.</li> <li>• Reinforce that preparedness is about <b>prevention and practice</b>, not panic.</li> <li>• Use real stories of workplace emergencies to highlight the importance of readiness.</li> <li>• Involve trainees actively — let them lead parts of the drill to build confidence.</li> <li>• Connect digital emergencies (e.g., cyberattacks) with physical emergencies — both require calm and planned responses.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 2 exit routes or safe areas in the training facility.</li> <li>• Trainee demonstrates knowledge of emergency equipment location and purpose.</li> <li>• Trainee explains why calmness and following instructions are critical in emergencies.</li> </ul>	
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		<ul style="list-style-type: none"> <li>Encourage calmness and teamwork in emergencies.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Trainee can identify at least 3 items in a first aid kit and their uses.</li> <li>Trainee demonstrates the correct procedure for treating a minor cut or burn.</li> <li>Trainee explains when professional medical help must be called.</li> </ul>	
	<p><b>M 1.2:</b> Digital Marketing Strategy &amp; Fundamentals</p> <p><b>Objective:</b> Understand the foundations of digital marketing by exploring its ecosystem, funnels, channels, goals, and customer journey mapping for effective strategy building.</p>	<p><b>LU 1.2.1:</b> Introduction to Digital Marketing and its Ecosystem</p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>Define digital marketing and explain its importance in today's world.</li> <li>Identify the main components of the digital marketing ecosystem.</li> <li>Describe how businesses use digital platforms to reach and engage audiences.</li> </ul> <p><b>Knowledge / Content</b> Digital marketing refers to the use of online platforms and tools to <b>promote products, services, or brands</b>. It is one of the fastest-growing fields, providing opportunities for businesses to connect with global audiences at lower costs compared to traditional marketing. The <b>digital marketing ecosystem</b> is made up of multiple channels and strategies that work together:</p> <ul style="list-style-type: none"> <li><b>Owned Media:</b> Company's website, blogs, social media pages.</li> <li><b>Paid Media:</b> Online ads (Google Ads, Facebook Ads, influencer sponsorships).</li> <li><b>Earned Media:</b> Reviews, shares, word-of-mouth, user-generated content.</li> <li><b>Key Components:</b> SEO (Search Engine Optimization), SEM (Search Engine Marketing), Social Media Marketing, Email Marketing, Content Marketing, Affiliate Marketing, Analytics.</li> </ul> <p>Trainers should explain that a successful campaign often blends several of these channels.</p> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Brainstorm):</b> Ask trainees to list all the digital platforms they used in the past 24 hours (e.g., Facebook, YouTube, TikTok) and discuss how businesses advertise there.</li> <li><b>Activity 2 (Mapping Exercise):</b> Create a "Digital Marketing Ecosystem Map" on the board. Trainees place platforms under Owned, Paid, or Earned media.</li> </ul>	<p>3 Hrs (Th) 5 Hrs (Pr)</p>

		<ul style="list-style-type: none"> <li>• <b>Activity 3 (Case Study):</b> Show a popular ad campaign (e.g., Coca-Cola, Nike, or a local brand) and break down which parts of the ecosystem were used.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use relatable examples from <b>local brands</b> or campaigns familiar to trainees.</li> <li>• Stress that digital marketing is not just about advertising but also <b>building relationships</b> with audiences.</li> <li>• Highlight how <b>freelancers</b> can use knowledge of the ecosystem to offer services on Fiverr/Upwork.</li> <li>• Encourage questions like: <i>Why would a company choose Facebook ads vs. Google search ads?</i></li> <li>• Keep the discussion interactive, linking theory to platforms trainees already use.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines digital marketing in their own words.</li> <li>• Trainee lists at least 3 components of the digital marketing ecosystem.</li> <li>• Trainee explains the difference between owned, paid, and earned media with examples.</li> </ul> <p><b>LU 1.2.2: Marketing Funnel, Channels, and Goals</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the concept of the marketing funnel and its stages.</li> <li>• Identify different digital marketing channels used at each funnel stage.</li> <li>• Describe how to set clear and measurable marketing goals.</li> </ul> <p><b>Knowledge / Content</b>  The <b>marketing funnel</b> is a model that illustrates how people move from being unaware of a brand to becoming loyal customers. It helps marketers design campaigns that guide audiences step by step.</p> <p><b>Stages of the Funnel:</b></p> <ol style="list-style-type: none"> <li>1. <b>Awareness</b> – Attracting attention (e.g., ads, social media, SEO).</li> <li>2. <b>Consideration</b> – Educating and nurturing interest (e.g., blogs, videos, comparisons).</li> <li>3. <b>Conversion</b> – Motivating to take action (e.g., discounts, call-to-action, landing pages).</li> <li>4. <b>Loyalty &amp; Advocacy</b> – Retaining customers and encouraging referrals (e.g., email campaigns, loyalty programs, reviews).</li> </ol>	
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		<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize that buyer personas are <b>not stereotypes</b> but research-driven profiles.</li> <li>• Use <b>real examples</b>: Show buyer persona templates from HubSpot or Canva.</li> <li>• Encourage trainees to think of themselves as consumers — what influences their own decisions?</li> <li>• Stress that customer journeys vary; not all customers take the same path.</li> <li>• Link personas to freelance work: understanding client audiences makes designs more effective.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines a buyer persona and lists its key elements.</li> <li>• Trainee creates a sample persona with demographics and motivations.</li> <li>• Trainee outlines at least 3 stages of a customer journey and matches strategies to each stage.</li> </ul>	
	<p><b>Capstone Task:</b> Create a digital marketing funnel and customer profile for a fictional business</p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Apply knowledge of the digital marketing ecosystem, funnels, and buyer personas.</li> <li>• Design a marketing funnel for a fictional business.</li> <li>• Create a realistic customer profile (buyer persona + journey map).</li> <li>• Present and justify chosen strategies and channels.</li> </ul> <p><b>Task Description</b>          Trainees will work in small groups to design a <b>digital marketing funnel</b> and a <b>buyer persona with a mapped customer journey</b> for a fictional business provided by the trainer.</p> <p><b>Suggested fictional businesses (trainer may choose one or let groups pick):</b></p> <ul style="list-style-type: none"> <li>• A local bakery launching online delivery.</li> <li>• A startup selling eco-friendly water bottles.</li> <li>• An online graphic design course for beginners.</li> <li>• A clothing brand targeting Gen Z on Instagram/TikTok.</li> </ul> <p>Each group must:</p> <ol style="list-style-type: none"> <li>1. Define a <b>buyer persona</b> with demographics, interests, goals, and challenges.</li> <li>2. Create a <b>customer journey map</b> (Awareness → Consideration → Decision → Loyalty → Advocacy).</li> <li>3. Design a <b>marketing funnel</b> that shows which digital channels will be used at each stage.</li> <li>4. Present their funnel and persona to the class in a 5–7 minute presentation.</li> </ol> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Persona Development):</b> Groups draft a persona profile sheet (trainer can provide a template).</li> <li>• <b>Activity 2 (Journey Mapping):</b> Groups map touchpoints (ads, website visits, social media interactions, purchase, feedback).</li> </ul>		

	<ul style="list-style-type: none"> <li>• <b>Activity 3 (Funnel Design):</b> Groups draw a funnel diagram and assign digital channels to each stage.</li> <li>• <b>Activity 4 (Presentation):</b> Each group presents their funnel + persona to the class.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Provide clear <b>templates or worksheets</b> for persona, journey map, and funnel to make the task structured.</li> <li>• Rotate among groups to guide discussions and ask probing questions:             <ul style="list-style-type: none"> <li>◦ <i>Why did you choose Instagram instead of LinkedIn for Awareness?</i></li> <li>◦ <i>What motivates this persona to buy?</i></li> </ul> </li> <li>• Encourage creativity — visuals, posters, or slides make presentations engaging.</li> <li>• Remind trainees that there is no “perfect” funnel; what matters is logical reasoning and alignment with persona.</li> <li>• Give constructive feedback: praise clarity, question weak assumptions, suggest improvements.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Persona is realistic, with demographics, behaviors, and challenges clearly defined.</li> <li>• Customer journey map includes at least 4 stages with relevant touchpoints.</li> <li>• Funnel shows appropriate digital channels for Awareness, Consideration, Conversion, and Loyalty.</li> <li>• Group presentation is clear, logical, and demonstrates teamwork.</li> </ul>		
2	<p><b>M 2:</b> Content, SEO, and Google Tools</p> <p><b>Objective:</b> Learn to create SEO-friendly content, perform keyword research, optimize with tags and links, and use Google tools like My Business and Analytics for visibility and insights.</p>	<p><b>LU 2.1:</b> Keyword Research (Ubersuggest, Google Trends)</p> <p><b>Learning Objectives</b> <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain what keyword research is and why it is important for digital marketing.</li> <li>• Use Ubersuggest and Google Trends to identify relevant keywords.</li> <li>• Analyze keyword data (volume, competition, trends) to make marketing decisions.</li> </ul> <p><b>Knowledge / Content</b> <b>Keyword research</b> is the foundation of digital marketing and SEO (Search Engine Optimization). It helps marketers understand <b>what people are searching for online</b> and design content that meets those needs.</p> <p><b>Key Concepts:</b></p> <ul style="list-style-type: none"> <li>• <b>Keyword Volume:</b> The number of searches per month.</li> <li>• <b>Competition/Difficulty:</b> How hard it is to rank for a keyword.</li> <li>• <b>Trends:</b> How interest in a keyword changes over time.</li> <li>• <b>Long-Tail Keywords:</b> Specific phrases with lower competition but higher conversion (e.g., “<i>best eco-friendly water bottles Pakistan</i>”).</li> </ul>	<p>1 Hr (Th) 7 Hrs (Pr)</p>

		<p><b>Tools to Use:</b></p> <ul style="list-style-type: none"> <li>• <b>Ubersuggest:</b> Shows keyword ideas, volume, SEO difficulty, and content suggestions.</li> <li>• <b>Google Trends:</b> Visualizes keyword popularity over time, compares terms, and identifies seasonal patterns.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Tool Demo):</b> Trainer demonstrates Ubersuggest by typing “Graphic Design Course” and explaining search volume, CPC, and SEO difficulty.</li> <li>• <b>Activity 2 (Hands-On Practice):</b> Trainees use Ubersuggest to find 5 keywords related to their fictional business (from the Capstone task).</li> <li>• <b>Activity 3 (Trends Analysis):</b> In groups, trainees compare two keywords in Google Trends (e.g., “online learning” vs. “short courses”) and discuss which is more promising.</li> </ul> <p><b>Trainer’s Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize that keywords = <b>customer questions</b> → marketing answers them.</li> <li>• Show how businesses waste money targeting the wrong keywords (too broad, too competitive).</li> <li>• Highlight <b>local relevance:</b> Urdu/Regional language keywords may bring unique opportunities.</li> <li>• Encourage trainees to think like consumers: “If you wanted this product, what would you type into Google?”</li> <li>• Use real-world case studies: show a small business that ranked with smart keyword choices.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines keyword research in their own words.</li> <li>• Trainee uses Ubersuggest to generate at least 5 relevant keywords.</li> <li>• Trainee interprets a Google Trends chart correctly (e.g., identifying which term has growing interest).</li> </ul> <p><b>LU 2.2: SEO Content Writing, Tags, and Linking</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the role of SEO content writing in digital marketing.</li> <li>• Use keywords naturally within content for better search ranking.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Apply on-page SEO techniques: title tags, meta descriptions, header tags.</li> <li>• Understand internal and external linking strategies.</li> </ul> <p><b>Knowledge / Content</b>  Search Engine Optimization (SEO) ensures that content can be easily found by users through search engines. <b>Good SEO writing is not about stuffing keywords</b> but creating valuable content that search engines and humans both like.</p> <p><b>Key Concepts:</b></p> <ul style="list-style-type: none"> <li>• <b>SEO Content Writing:</b> Creating blogs, product descriptions, or posts using keywords naturally.</li> <li>• <b>On-Page SEO Tags:</b> <ul style="list-style-type: none"> <li>◦ <i>Title Tag:</i> The clickable headline on search results.</li> <li>◦ <i>Meta Description:</i> A short summary (150–160 characters) that tells users what the page is about.</li> <li>◦ <i>Header Tags (H1, H2, H3):</i> Organize content and help search engines understand structure.</li> </ul> </li> <li>• <b>Linking:</b> <ul style="list-style-type: none"> <li>◦ <i>Internal Links:</i> Links to other pages within the same website (improves navigation and SEO).</li> <li>◦ <i>External Links:</i> Links to reputable sources (builds credibility).</li> <li>◦ <i>Backlinks:</i> Other sites linking to your content (major SEO factor).</li> </ul> </li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Keyword Integration):</b> Trainer provides a keyword (e.g., <i>“best graphic design course in Peshawar”</i>). Trainees write a short paragraph including the keyword naturally.</li> <li>• <b>Activity 2 (SEO Tags Workshop):</b> Trainees create a title tag and meta description for a fictional blog post.</li> <li>• <b>Activity 3 (Linking Practice):</b> Trainees add at least 2 internal links and 1 external link to a sample article.</li> <li>• <b>Activity 4 (Peer Review):</b> Pairs exchange their work and check if keywords, tags, and links are used properly.</li> </ul> <p><b>Trainer’s Notes</b></p> <ul style="list-style-type: none"> <li>• <b>Stress quality over quantity:</b> One well-written keyword-rich article is better than many poorly optimized ones.</li> <li>• Show <b>good vs. bad examples</b> of title tags and meta descriptions.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Explain that <b>keyword stuffing</b> can harm rankings.</li> <li>• Use <b>real Google search examples</b> to show how title tags and meta descriptions appear.</li> <li>• Encourage trainees to practice linking by building a small blog or website structure.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee writes a paragraph using a given keyword naturally.</li> <li>• Trainee creates a correct title tag and meta description.</li> <li>• Trainee demonstrates correct use of internal and external linking in sample content.</li> </ul> <p><b>LU 2.3: Google My Business, Analytics Overview</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the purpose of Google My Business (GMB) for local visibility.</li> <li>• Create and optimize a Google My Business profile.</li> <li>• Understand the basics of Google Analytics and how it tracks user activity.</li> <li>• Interpret key performance indicators (KPIs) such as traffic, bounce rate, and conversions.</li> </ul> <p><b>Knowledge / Content</b>  <b>Google My Business (GMB):</b></p> <ul style="list-style-type: none"> <li>• A free tool by Google that allows businesses to appear on Google Search and Maps.</li> <li>• Essential for <b>local businesses</b> (shops, restaurants, service providers).</li> <li>• Key features: Business name, address, phone, website, hours, photos, and reviews.</li> <li>• Optimization tips: Use high-quality images, respond to reviews, keep info updated.</li> </ul> <p><b>Google Analytics (GA):</b></p> <ul style="list-style-type: none"> <li>• Tracks how users interact with a website (who visits, where they come from, what they do).</li> <li>• Helps businesses improve performance by analyzing user behavior.</li> <li>• <b>Key Metrics:</b> <ul style="list-style-type: none"> <li>○ Sessions (visits)</li> <li>○ Users (unique visitors)</li> <li>○ Bounce Rate (people leaving after one page)</li> <li>○ Pages per Session (how much content users explore)</li> </ul> </li> </ul>	
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		<ul style="list-style-type: none"> <li>○ Conversions (desired actions like purchases, sign-ups)</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Profile Setup):</b> Trainer demonstrates creating a Google My Business profile (use screenshots or demo account). Trainees draft a sample listing for a fictional business.</li> <li>• <b>Activity 2 (Optimization Task):</b> Groups suggest 3 ways to make a GMB profile more attractive (e.g., add photos, reply to reviews, write business description).</li> <li>• <b>Activity 3 (Analytics Demo):</b> Trainer shows a sample Google Analytics dashboard (real or simulated) and explains basic metrics.</li> <li>• <b>Activity 4 (KPI Interpretation):</b> Trainees are given simple data (e.g., "Bounce Rate: 75%") and asked what it means and what action could be taken.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Highlight that <b>GMB is free yet powerful</b> for local SEO. Many businesses miss out by not using it.</li> <li>• Encourage trainees to use their own family business, shop, or startup idea for practice.</li> <li>• Stress <b>data-driven decision-making</b>: Analytics helps marketers improve campaigns instead of guessing.</li> <li>• Use analogies: "Analytics is like a doctor's report for your website — it shows what's healthy and what needs fixing."</li> <li>• Keep the session interactive by asking: <i>"What's the first thing you do when searching for a shop or restaurant online?"</i></li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists key elements of a Google My Business profile.</li> <li>• Trainee suggests at least 2 ways to optimize a GMB listing.</li> <li>• Trainee explains at least 3 basic Google Analytics metrics in simple terms.</li> </ul>	
	<p><b>Capstone Task:</b> Create SEO-optimized content and set up Google My Business with a local focus</p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Apply keyword research to create SEO-friendly content.</li> <li>• Demonstrate proper use of on-page SEO elements (tags, linking).</li> <li>• Set up and optimize a Google My Business (GMB) profile.</li> <li>• Present a digital marketing plan focused on local visibility.</li> </ul>		

	<p><b>Task Description</b> Trainees will work individually or in small groups to design a <b>mini SEO and local marketing project</b>. The fictional or real business can be chosen from local industries (e.g., restaurant, clothing shop, freelancing service, tuition center). Each trainee/group must:</p> <ol style="list-style-type: none"><li>1. Perform <b>keyword research</b> using Ubersuggest/Google Trends. Select at least 5 target keywords.</li><li>2. Write a <b>short SEO blog/article</b> (300–400 words) incorporating the keywords naturally.</li><li>3. Add SEO elements:<ul style="list-style-type: none"><li>○ Title tag (under 60 characters)</li><li>○ Meta description (150–160 characters)</li><li>○ At least 2 internal links + 1 external link</li></ul></li><li>4. Create a <b>mock Google My Business profile</b> for the business: include name, address, hours, photos, and a sample customer review.</li><li>5. Present their SEO content + GMB listing to the class.</li></ol> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"><li>• <b>Activity 1 (Keyword List):</b> Identify 5 target keywords and justify why they were chosen.</li><li>• <b>Activity 2 (Content Writing):</b> Draft SEO content using correct keyword placement.</li><li>• <b>Activity 3 (Tag &amp; Link Practice):</b> Write a title tag, meta description, and add internal/external links.</li><li>• <b>Activity 4 (GMB Drafting):</b> Create a mock-up profile with sample details and visuals.</li><li>• <b>Activity 5 (Presentation):</b> Groups showcase their SEO + GMB project.</li></ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"><li>• Provide a <b>template</b> for blog/article writing and GMB profiles to keep the task structured.</li><li>• Rotate among groups to check keyword placement and linking.</li><li>• Stress <b>local focus</b>: encourage trainees to use city names or neighborhood terms in keywords (e.g., <i>"best bakery in Peshawar"</i>).</li><li>• If internet access is limited, trainer can provide <b>sample screenshots</b> of GMB and Ubersuggest data.</li><li>• Give constructive feedback: highlight creativity, accuracy of SEO practices, and professionalism of GMB listing.</li></ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"><li>• Trainee submits a keyword list with clear reasoning.</li><li>• Trainee writes SEO-optimized content with correct tags and links.</li><li>• Trainee prepares a complete GMB profile draft.</li><li>• Presentation is clear, logical, and demonstrates understanding of SEO and local marketing.</li></ul>		
3	<p><b>M 3:</b> Paid Advertising with Google &amp; Meta</p> <p><b>Objective:</b> Develop skills to plan, set up, and manage paid advertising campaigns on Google, Facebook,</p>	<p><b>LU 3.1:</b> Setting up Google Ads Campaigns (Search, Display)</p> <p><b>Learning Objectives</b> <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"><li>• Explain the purpose of Google Ads and its role in digital marketing.</li><li>• Differentiate between <b>Search Ads</b> and <b>Display Ads</b>.</li><li>• Create a basic Google Ads campaign (Search &amp; Display).</li></ul>	<p>1 Hr (Th) 6 Hrs (Pr)</p>

	<p>and Instagram, with a focus on budgeting, targeting, and retargeting for maximum ROI.</p>	<ul style="list-style-type: none"> <li>• Select target audience, budget, and keywords effectively.</li> </ul> <p><b>Knowledge / Content</b></p> <p>Google Ads is one of the most powerful tools for reaching potential customers online. It allows businesses to pay for visibility on Google Search results and partner websites.</p> <p><b>Types of Campaigns:</b></p> <ol style="list-style-type: none"> <li>1. <b>Search Ads:</b> Text-based ads that appear at the top of Google search results when users search for keywords (e.g., <i>"best graphic design course online"</i>).</li> <li>2. <b>Display Ads:</b> Visual ads (banners, images) shown across millions of Google partner websites, apps, and YouTube.</li> </ol> <p><b>Key Components of a Campaign:</b></p> <ul style="list-style-type: none"> <li>• <b>Campaign Goal:</b> (Sales, Leads, Website Traffic, Brand Awareness).</li> <li>• <b>Target Audience:</b> Location, demographics, interests.</li> <li>• <b>Keywords:</b> Match ads to user searches.</li> <li>• <b>Ad Copy &amp; Creative:</b> Clear titles, descriptions, images for display ads.</li> <li>• <b>Budget &amp; Bidding:</b> Decide how much to spend per day and per click.</li> <li>• <b>Performance Tracking:</b> Measure clicks, impressions, CTR (Click-Through Rate), conversions.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Demo):</b> Trainer walks through creating a Google Ads account and shows the campaign creation process step by step.</li> <li>• <b>Activity 2 (Keyword Setup):</b> Trainees select keywords for a fictional campaign (e.g., local bakery or online course).</li> <li>• <b>Activity 3 (Ad Writing):</b> Trainees write sample text ads (headlines + descriptions) for a Search campaign.</li> <li>• <b>Activity 4 (Banner Design):</b> Using Canva or Photoshop, trainees design a simple banner for a Display campaign.</li> <li>• <b>Activity 5 (Simulation):</b> Trainer provides a mock dashboard with campaign results. Trainees interpret clicks, impressions, and CTR.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress the difference: <b>Search Ads = intent-driven</b> (users searching for something), <b>Display Ads = awareness-driven</b> (users browsing websites).</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Encourage trainees to keep ad text <b>short, clear, and action-focused</b> (e.g., <i>"Enroll Today – 20% Discount"</i>).</li> <li>• Show examples of <b>good vs. poor ads</b>.</li> <li>• If actual campaign setup is not possible (due to billing), use <b>screenshots or mock accounts</b>.</li> <li>• Link this LU to freelancing opportunities: many small businesses hire freelancers to run their ads.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains the difference between Search and Display ads.</li> <li>• Trainee selects appropriate keywords for a given business.</li> <li>• Trainee creates a sample Search ad (headline + description).</li> <li>• Trainee designs a simple Display ad banner.</li> </ul> <p><b>LU 3.2: Facebook &amp; Instagram Ads</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of Facebook &amp; Instagram Ads in social media marketing.</li> <li>• Identify different ad formats available on both platforms.</li> <li>• Create and manage a basic ad campaign using Meta Ads Manager.</li> <li>• Define targeting options: demographics, interests, and custom audiences.</li> </ul> <p><b>Knowledge / Content</b>  Facebook and Instagram are part of <b>Meta's advertising network</b>, which allows businesses to run targeted ads across both platforms. With billions of users, these ads are powerful for reaching specific audiences.</p> <p><b>Ad Formats:</b></p> <ul style="list-style-type: none"> <li>• <b>Image Ads:</b> Simple visuals with a call-to-action.</li> <li>• <b>Video Ads:</b> Short videos for storytelling and engagement.</li> <li>• <b>Carousel Ads:</b> Multiple images/videos in one ad that users can swipe through.</li> <li>• <b>Story Ads:</b> Full-screen, mobile-friendly vertical ads.</li> <li>• <b>Lead Ads:</b> Collect user info directly from the ad (forms).</li> </ul> <p><b>Key Components of a Campaign:</b></p> <ul style="list-style-type: none"> <li>• <b>Campaign Objective:</b> Awareness, Engagement, Leads, Sales.</li> <li>• <b>Audience Targeting:</b></li> </ul>	
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		<ul style="list-style-type: none"> <li>○ Core: Demographics (age, gender, location, interests).</li> <li>○ Custom: Upload contact lists or retarget website visitors.</li> <li>○ Lookalike: Target people similar to your existing customers.</li> </ul> <ul style="list-style-type: none"> <li>• <b>Budget &amp; Bidding:</b> Decide daily/lifetime budget.</li> <li>• <b>Ad Creative:</b> Engaging visuals, short copy, strong CTA.</li> <li>• <b>Performance Metrics:</b> Reach, Impressions, CTR, Conversions, Cost per Result.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Demo):</b> Trainer shows how to navigate Meta Ads Manager and start a campaign.</li> <li>• <b>Activity 2 (Audience Selection):</b> Trainees create a target audience for a fictional brand (e.g., clothing store targeting 18–25-year-olds).</li> <li>• <b>Activity 3 (Ad Design):</b> Trainees design a sample Facebook/Instagram ad using Canva (image + text + CTA).</li> <li>• <b>Activity 4 (Ad Comparison):</b> Show two ads (one effective, one weak). Ask trainees to critique which would perform better and why.</li> <li>• <b>Activity 5 (Campaign Mock-Up):</b> Groups outline campaign objectives, audience, budget, and creative.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Highlight that <b>visuals are critical</b> on Instagram — aesthetic ads get higher engagement.</li> <li>• Stress the difference between <b>boosting a post</b> and creating a full campaign (campaigns offer more control).</li> <li>• Share real examples of ads they see daily and discuss why they clicked or ignored them.</li> <li>• Encourage creativity but remind trainees that <b>ads must align with goals</b>.</li> <li>• Connect this LU to freelancing opportunities: small businesses hire freelancers to manage social ads.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains the difference between ad formats.</li> <li>• Trainee selects an appropriate campaign objective for a business scenario.</li> <li>• Trainee creates a sample ad (image/video with text + CTA).</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Trainee outlines an audience profile with at least 3 targeting criteria.</li> </ul> <p><b>LU 3.3: Ads Budgeting, Targeting, Retargeting</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain how budgeting works in digital advertising campaigns.</li> <li>• Identify different targeting strategies for reaching audiences.</li> <li>• Understand retargeting and its importance in digital marketing.</li> <li>• Create a simple budget and targeting plan for an ad campaign.</li> </ul> <p><b>Knowledge / Content</b>  Digital ads allow businesses to control <b>how much money they spend</b> and <b>who sees their ads</b>. Proper budgeting and targeting ensure maximum impact with minimal cost.</p> <p><b>1. Ads Budgeting</b></p> <ul style="list-style-type: none"> <li>• <b>Daily Budget:</b> Fixed spend per day.</li> <li>• <b>Lifetime Budget:</b> Spend spread over the campaign duration.</li> <li>• <b>Bidding Models:</b> CPC (Cost per Click), CPM (Cost per 1,000 impressions), CPA (Cost per Action).</li> <li>• <b>Tip:</b> Start small, test, and scale successful campaigns.</li> </ul> <p><b>2. Targeting Options</b></p> <ul style="list-style-type: none"> <li>• <b>Demographics:</b> Age, gender, location, language.</li> <li>• <b>Interests &amp; Behaviors:</b> Hobbies, purchase history, device usage.</li> <li>• <b>Custom Audiences:</b> Upload customer lists or track website visitors.</li> <li>• <b>Lookalike Audiences:</b> People similar to your best customers.</li> </ul> <p><b>3. Retargeting</b></p> <ul style="list-style-type: none"> <li>• Retargeting = showing ads to people who have already interacted with your brand (visited website, added product to cart, watched video).</li> <li>• Increases conversions because these people are already interested.</li> <li>• Example: An e-commerce site shows “Still interested?” ads to someone who viewed a product but didn’t buy.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Budget Plan):</b> Trainees design a simple budget for a campaign: daily budget, bidding method, duration.</li> <li>• <b>Activity 2 (Audience Builder):</b> In groups, trainees create an audience profile for a</li> </ul>	
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		<p>fictional campaign (e.g., targeting students for an online course).</p> <ul style="list-style-type: none"> <li>• <b>Activity 3 (Retargeting Simulation):</b> Trainer shows how retargeting works using an example (e.g., viewing shoes online → seeing the same ad later on Facebook). Trainees map a retargeting flow.</li> <li>• <b>Activity 4 (Scenario Discussion):</b> Given a limited budget (e.g., \$50), trainees decide how they would allocate it between awareness and retargeting.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress that <b>budget does not guarantee success</b> — targeting and creative are equally important.</li> <li>• Use real-world examples: how small shops with small budgets achieved results by smart targeting.</li> <li>• Relate to trainee experiences: ask if they've ever noticed ads following them online → explain that's retargeting.</li> <li>• Emphasize <b>ethical advertising</b>: retargeting should be helpful, not annoying.</li> <li>• Encourage testing different budgets and audiences → marketing is about learning what works.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee explains the difference between daily and lifetime budgets.</li> <li>• Trainee selects appropriate targeting criteria for a business scenario.</li> <li>• Trainee describes retargeting and gives one real-life example.</li> <li>• Trainee creates a basic ad budget and targeting plan.</li> </ul>	
	<p><b>Capstone Task:</b> Simulate Google &amp; Facebook ad campaigns based on campaign goals and targeting criteria</p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Apply knowledge of campaign setup in Google Ads and Facebook/Instagram Ads.</li> <li>• Demonstrate the ability to set campaign goals, budgets, and targeting options.</li> <li>• Create ad creatives (text, visuals) aligned with campaign objectives.</li> <li>• Present campaign strategies and justify choices of targeting and budget.</li> </ul> <p><b>Task Description</b> Trainees will simulate the creation of <b>Google Ads (Search &amp; Display)</b> and <b>Facebook/Instagram Ads</b> for a fictional or local business. The purpose is to design a campaign strategy that matches specific goals and audiences.</p> <p><b>Steps:</b></p> <ol style="list-style-type: none"> <li>1. <b>Business Scenario Assignment:</b> Trainer assigns fictional businesses (e.g., local café, online clothing store, fitness trainer, digital skills course).</li> </ol>		

	<p>2. <b>Campaign Goal Selection:</b> Each group chooses a campaign objective (e.g., Website Traffic, Sales, Leads, Brand Awareness).</p> <p>3. <b>Google Ads Simulation:</b></p> <ul style="list-style-type: none"> <li>Choose keywords for Search Ads.</li> <li>Write ad copy (headline + description).</li> <li>Design a simple banner for Display Ads.</li> </ul> <p>4. <b>Facebook/Instagram Ads Simulation:</b></p> <ul style="list-style-type: none"> <li>Define target audience (age, gender, location, interests).</li> <li>Select ad format (image, video, carousel).</li> <li>Create a mock ad creative using Canva or Photoshop.</li> </ul> <p>5. <b>Budget &amp; Targeting Plan:</b> Assign daily/lifetime budget and explain why.</p> <p>6. <b>Presentation:</b> Each group presents their Google + Facebook/Instagram campaign strategy to the class.</p> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Keyword Research):</b> Groups select at least 5 keywords for Google Search Ads.</li> <li><b>Activity 2 (Ad Copywriting):</b> Write one search ad and one display ad mock-up.</li> <li><b>Activity 3 (Creative Design):</b> Create a Facebook/Instagram ad visual with CTA.</li> <li><b>Activity 4 (Budget Planning):</b> Assign a \$50–\$100 sample budget and allocate between platforms.</li> <li><b>Activity 5 (Class Presentation):</b> Groups present and get peer/trainer feedback.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>If live ad setup is not possible (due to billing), use <b>screenshots/mock dashboards</b> for practice.</li> <li>Encourage creativity in ad copy but stress <b>clarity and relevance</b>.</li> <li>Guide groups to align <b>goals</b> → <b>targeting</b> → <b>creative</b> → <b>budget</b> (everything should connect).</li> <li>Encourage critical thinking by asking: <i>"If your goal is brand awareness, would you spend more on Search or Display? Why?"</i></li> <li>Give structured feedback: relevance of keywords, clarity of audience, creativity of visuals.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Trainee creates a complete campaign plan (Google + Facebook/Instagram).</li> <li>Trainee defines appropriate campaign goals aligned with business needs.</li> <li>Trainee writes ad copy and designs ad visuals correctly.</li> <li>Trainee presents a budget and targeting plan with justification.</li> </ul>		
4	<p><b>M 4:</b> Social Media Marketing &amp; Design Tools</p> <p><b>Objective:</b> Gain expertise in social media marketing by optimizing platforms, planning and designing content with Canva, and managing campaigns through content</p>	<p><b>LU 4.1:</b> Social Media Platforms &amp; Optimization (Facebook, Insta, LinkedIn)</p> <p><b>Learning Objectives</b> <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Explain the role of Facebook, Instagram, and LinkedIn in digital marketing.</li> <li>Compare features and audiences of the three platforms.</li> <li>Demonstrate how to optimize business profiles/pages for better engagement.</li> <li>Apply basic strategies to improve visibility and professionalism across platforms.</li> </ul>	<p>2 Hrs (Th) 6 Hrs (Pr)</p>

	calendars and schedules.	<p><b>Knowledge / Content</b></p> <p><b>1. Facebook</b></p> <ul style="list-style-type: none"> <li>• Wide audience, effective for community building and paid ads.</li> <li>• Business Pages allow posting updates, running events, and engaging followers.</li> <li>• Optimization tips: Complete profile info, use a professional logo/cover photo, post consistently.</li> </ul> <p><b>2. Instagram</b></p> <ul style="list-style-type: none"> <li>• Visual-first platform, popular among youth (18–34).</li> <li>• Strong focus on images, stories, reels, hashtags.</li> <li>• Optimization tips: Use business profile, add bio with keywords, highlight stories, use relevant hashtags.</li> </ul> <p><b>3. LinkedIn</b></p> <ul style="list-style-type: none"> <li>• Professional networking platform, strong for B2B marketing.</li> <li>• Great for freelancers, job seekers, and service providers.</li> <li>• Optimization tips: Use professional headshots/logos, detailed About section, post industry-related content, get recommendations.</li> </ul> <p><b>Cross-Platform Optimization Principles</b></p> <ul style="list-style-type: none"> <li>• Consistent branding (logos, colors, tone).</li> <li>• Clear call-to-action (CTA) in bios/profiles.</li> <li>• Regular posting schedule.</li> <li>• Engaging content formats (images, videos, polls).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Profile Audit):</b> Trainees review an existing brand's social media pages and suggest 3 improvements.</li> <li>• <b>Activity 2 (Bio Writing):</b> Each trainee writes an optimized bio for a fictional business across all three platforms.</li> <li>• <b>Activity 3 (Hands-On):</b> Trainees create or update their own LinkedIn/Facebook/Instagram profile with professional elements.</li> <li>• <b>Activity 4 (Comparison Exercise):</b> Groups compare which platform suits which type of business (e.g., restaurant vs. IT consultancy).</li> </ul>	
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		<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Show real examples: a poorly optimized vs. a well-optimized profile.</li> <li>• Stress <b>platform differences</b>: Instagram = visuals, LinkedIn = professionalism, Facebook = community.</li> <li>• Encourage trainees to think like customers: <i>"Would you trust this business based on its profile?"</i></li> <li>• Connect to freelancing: LinkedIn optimization can directly bring clients.</li> <li>• Remind trainees: consistency is key — posting once a month is not enough.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists unique features of Facebook, Instagram, and LinkedIn.</li> <li>• Trainee optimizes a sample business profile with clear bio, visuals, and CTA.</li> <li>• Trainee suggests at least 2 improvements for a poorly optimized social media page.</li> </ul> <p><b>LU 4.2: Content Planning &amp; Post Design with Canva</b></p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of content planning in social media marketing.</li> <li>• Develop a simple content calendar for consistent posting.</li> <li>• Design engaging social media posts using Canva.</li> <li>• Apply branding principles (colors, fonts, logo) to post design.</li> </ul> <p><b>Knowledge / Content</b> <b>Content Planning</b></p> <ul style="list-style-type: none"> <li>• Ensures consistent posting, saves time, and aligns posts with campaign goals.</li> <li>• <b>Content Calendar Elements</b>: Dates, platforms, post type (image, video, story), caption, hashtags.</li> <li>• Balance content types: Informative, Entertaining, Promotional, User-Generated.</li> </ul> <p><b>Post Design Principles</b></p> <ul style="list-style-type: none"> <li>• <b>Brand Consistency</b>: Use same colors, fonts, and logo across posts.</li> <li>• <b>Visual Hierarchy</b>: Headlines and key messages should stand out.</li> <li>• <b>Readability</b>: Keep text short and clear.</li> </ul>	
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		<ul style="list-style-type: none"> <li>Plan a structured posting schedule across multiple platforms.</li> <li>Align content with marketing goals, campaigns, and special events.</li> <li>Demonstrate how to create and maintain a content calendar using simple tools (Excel, Google Sheets, or Canva's planner).</li> </ul> <p><b>Knowledge / Content</b>  A <b>content calendar</b> is a planning tool that organizes posts by date, platform, and type. It ensures consistent posting, avoids last-minute stress, and aligns marketing activities with business goals.</p> <p><b>Why Use a Content Calendar?</b></p> <ul style="list-style-type: none"> <li>Improves consistency → regular posting builds trust.</li> <li>Saves time → plan ahead instead of daily stress.</li> <li>Aligns with campaigns → seasonal sales, product launches, holidays.</li> <li>Makes tracking easier → see which posts perform best.</li> </ul> <p><b>Steps to Create a Content Calendar:</b></p> <ol style="list-style-type: none"> <li><b>Set Goals:</b> Awareness, Engagement, Leads, or Sales.</li> <li><b>Choose Platforms:</b> Facebook, Instagram, LinkedIn, etc.</li> <li><b>Decide Frequency:</b> Daily, 3x a week, or weekly.</li> <li><b>Content Mix:</b> Educational, entertaining, promotional, user-generated.</li> <li><b>Add Details:</b> Date, post caption, image/video, hashtags, CTA.</li> <li><b>Review &amp; Adjust:</b> Monitor engagement and update future posts accordingly.</li> </ol> <p><b>Tools:</b></p> <ul style="list-style-type: none"> <li>Google Sheets or Excel (simple and free).</li> <li>Canva's Content Planner (integrated with designs).</li> <li>Trello or Notion (for advanced planning).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Calendar Drafting):</b> Trainees create a 1-month content calendar for a fictional brand, including at least 3 platforms.</li> <li><b>Activity 2 (Event Integration):</b> Add seasonal/holiday events (e.g., Eid, Independence Day, Black Friday) into the calendar.</li> <li><b>Activity 3 (Scheduling Simulation):</b> Trainer demonstrates scheduling a</li> </ul>	
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		<p>post using Facebook Creator Studio or Canva. Trainees prepare posts for scheduled publishing.</p> <ul style="list-style-type: none"> <li>• <b>Activity 4 (Peer Feedback):</b> Groups exchange calendars and give feedback on consistency and creativity.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Show examples of <b>organized vs. random posting</b>. Ask trainees: <i>Which one looks more professional?</i></li> <li>• Stress balance: not every post should be promotional — mix educational and fun content.</li> <li>• Encourage use of <b>local events/holidays</b> to connect with audiences.</li> <li>• Recommend starting simple with Google Sheets before moving to advanced tools.</li> <li>• Remind them: A calendar is only useful if it's <b>followed consistently</b>.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee prepares a content calendar covering at least 2 weeks of posts.</li> <li>• Trainee aligns posts with campaign goals and special events.</li> <li>• Trainee demonstrates how to schedule or plan posts using a chosen tool.</li> </ul>	
<p><b>Capstone Task:</b> Design branded social content and a 1-week content calendar</p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Apply knowledge of content planning and post design using Canva.</li> <li>• Create branded, professional-looking social media content for multiple platforms.</li> <li>• Develop a 1-week content calendar with clear goals and scheduling.</li> <li>• Present and justify creative and strategic choices.</li> </ul> <p><b>Task Description</b>  Trainees will work individually or in small groups to design a <b>set of branded posts</b> and create a <b>1-week content calendar</b> for a fictional or local business. The purpose is to practice balancing creativity with planning and strategy.</p> <p><b>Steps:</b></p> <ol style="list-style-type: none"> <li>1. <b>Business Selection:</b> Each group chooses a fictional/local business (e.g., coffee shop, clothing store, digital course, NGO).</li> <li>2. <b>Content Planning:</b> <ul style="list-style-type: none"> <li>○ Define campaign goal (Awareness, Engagement, Sales).</li> <li>○ Decide posting frequency (minimum 5 posts in 1 week).</li> <li>○ Choose platforms (Facebook, Instagram, LinkedIn).</li> </ul> </li> <li>3. <b>Post Design:</b> <ul style="list-style-type: none"> <li>○ Create 5–7 branded posts using Canva (mix of image, story/reel design, carousel).</li> <li>○ Apply brand consistency (colors, fonts, logo, CTA).</li> </ul> </li> </ol>			

	<p>4. <b>Content Calendar:</b></p> <ul style="list-style-type: none"> <li>○ Fill in a simple calendar (date, platform, post type, caption, hashtags).</li> <li>○ Integrate at least 1 special event/seasonal theme if applicable.</li> </ul> <p>5. <b>Presentation:</b> Groups showcase their content pack and calendar to the class.</p> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brand Kit Setup):</b> Groups define brand colors, fonts, and logo placement.</li> <li>• <b>Activity 2 (Post Creation):</b> Trainees design a minimum of 5 posts in Canva for different platforms.</li> <li>• <b>Activity 3 (Calendar Drafting):</b> Create a 1-week content calendar in Google Sheets, Canva, or Excel.</li> <li>• <b>Activity 4 (Class Presentation):</b> Groups present their posts + calendar and explain choices.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage <b>realism and creativity</b>: posts should look professional, not random.</li> <li>• Remind them to think about the <b>audience</b>: Would this post make YOU stop scrolling?</li> <li>• Share tips for <b>effective captions and hashtags</b>.</li> <li>• Highlight the difference between <b>good branding</b> (consistent, professional) vs. poor branding (random colors/fonts).</li> <li>• Give structured feedback: design quality, relevance to goal, consistency of calendar.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee designs at least 5 branded social media posts in Canva.</li> <li>• Trainee prepares a 1-week content calendar with clear scheduling.</li> <li>• Trainee aligns posts with campaign goals and audience needs.</li> <li>• Presentation is clear, logical, and demonstrates teamwork/creativity.</li> </ul>		
5	<p><b>M 5.1:</b> Freelancing, Portfolio &amp; Final Project</p> <p><b>Objective:</b> Learn to build a professional portfolio and effectively work on freelancing platforms by mastering proposals, pricing strategies, and client communication, while completing a final project.</p>	<p><b>LU 5.1.1:</b> Freelancing Platforms (Fiverr, Upwork)</p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the concept of freelancing and its advantages in the digital economy.</li> <li>• Identify key freelancing platforms such as Fiverr and Upwork.</li> <li>• Demonstrate how to create a basic freelancer profile on Fiverr/Upwork.</li> <li>• Understand the importance of professionalism, reviews, and client communication.</li> </ul> <p><b>Knowledge / Content</b> <b>Freelancing</b> means working independently, offering services to clients worldwide without being tied to one employer. Platforms like Fiverr and Upwork act as <b>marketplaces</b> where businesses connect with freelancers.</p> <p><b>1. Fiverr Overview</b></p> <ul style="list-style-type: none"> <li>• Gig-based system (freelancers offer services starting from \$5).</li> <li>• Easy for beginners to start.</li> </ul>	<p>1 Hr (Th) 5 Hrs (Pr)</p>



		<ul style="list-style-type: none"> <li>• Categories: Graphic design, digital marketing, writing, video editing, etc.</li> <li>• Success factors: Attractive gig images, clear descriptions, competitive pricing.</li> </ul> <p><b>2. Upwork Overview</b></p> <ul style="list-style-type: none"> <li>• Project/job-based system where clients post jobs and freelancers bid.</li> <li>• Requires stronger profiles, proposals, and sometimes tests.</li> <li>• Suited for medium-to-long term projects.</li> <li>• Success factors: Strong proposals, portfolio, competitive rates, client feedback.</li> </ul> <p><b>3. Freelancer Success Tips</b></p> <ul style="list-style-type: none"> <li>• Build a strong profile (skills, bio, portfolio).</li> <li>• Communicate clearly and professionally with clients.</li> <li>• Deliver on time and ask for reviews.</li> <li>• Start small, then scale up as ratings improve.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Profile Creation Demo):</b> Trainer demonstrates creating a basic Fiverr profile and gig.</li> <li>• <b>Activity 2 (Hands-On):</b> Trainees draft their own Fiverr or Upwork profile (bio, skills, profile picture).</li> <li>• <b>Activity 3 (Gig/Proposal Writing):</b> Trainees write a sample Fiverr gig description or Upwork proposal for a service (e.g., logo design, social media posts).</li> <li>• <b>Activity 4 (Peer Review):</b> Pairs exchange their drafts and give feedback on clarity and professionalism.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize that freelancing is <b>not a get-rich-quick scheme</b> — it requires patience and consistency.</li> <li>• Show real Fiverr/Upwork profiles to demonstrate what works and what doesn't.</li> <li>• Stress the importance of <b>good English writing</b> for communicating with international clients.</li> <li>• Encourage trainees to start with <b>one skill niche</b> rather than offering too many services at once.</li> <li>• Motivate them with local success stories of freelancers from Pakistan.</li> </ul>	
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		<p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies differences between Fiverr and Upwork.</li> <li>• Trainee creates a basic freelancer profile with bio, skills, and professional photo.</li> <li>• Trainee writes a sample gig description or job proposal.</li> </ul> <p><b>LU 5.1.2: Writing Winning Proposals, Pricing &amp; Client Handling</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Write effective and professional proposals for freelancing platforms.</li> <li>• Set competitive and fair pricing strategies for services.</li> <li>• Demonstrate best practices in handling clients professionally.</li> <li>• Recognize the importance of communication, deadlines, and feedback in freelancing.</li> </ul> <p><b>Knowledge / Content</b></p> <p><b>1. Writing Winning Proposals</b></p> <ul style="list-style-type: none"> <li>• Personalize each proposal: mention client's project details.</li> <li>• Highlight relevant skills, experience, and samples.</li> <li>• Keep it short, clear, and professional.</li> <li>• End with a call-to-action: "I'd be happy to discuss further."</li> </ul> <p><b>Structure of a Proposal:</b></p> <ul style="list-style-type: none"> <li>• Greeting (address client by name if possible).</li> <li>• Show understanding of the project.</li> <li>• Share relevant experience/portfolio.</li> <li>• Suggest a simple action plan.</li> <li>• Provide timeline and cost.</li> <li>• Polite closing.</li> </ul> <p><b>2. Pricing Strategies</b></p> <ul style="list-style-type: none"> <li>• Start with competitive rates to build reputation.</li> <li>• Use hourly vs. fixed pricing depending on project type.</li> <li>• Factor in time, complexity, and skill value.</li> <li>• Gradually increase prices as portfolio and reviews grow.</li> </ul> <p><b>3. Client Handling</b></p> <ul style="list-style-type: none"> <li>• Respond quickly and politely to messages.</li> <li>• Be clear about timelines and revisions.</li> <li>• Never over-promise; always deliver quality work.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Handle disputes calmly, focusing on solutions.</li> <li>• Encourage clients to leave reviews and maintain long-term relationships.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Proposal Writing):</b> Trainees draft a proposal for a sample job (e.g., “Design a social media banner for a café”).</li> <li>• <b>Activity 2 (Role-Play):</b> One trainee acts as client, another as freelancer. They practice discussing pricing and project scope.</li> <li>• <b>Activity 3 (Price Comparison):</b> Groups compare prices of top freelancers on Fiverr/Upwork and suggest starting rates for beginners.</li> <li>• <b>Activity 4 (Client Handling Simulation):</b> Trainer presents a challenging scenario (e.g., late delivery). Trainees suggest professional responses.</li> </ul> <p><b>Trainer’s Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize that <b>professionalism builds trust</b> — clients often hire based on good communication, not just skills.</li> <li>• Show examples of <b>poor vs. strong proposals</b>.</li> <li>• Stress <b>ethical pricing</b> — don’t undervalue work but also don’t overcharge without credibility.</li> <li>• Encourage trainees to view every client as a potential <b>long-term partner</b>.</li> <li>• Share tips from successful freelancers: “Happy clients = repeat business.”</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee writes a professional proposal with correct structure.</li> <li>• Trainee suggests a reasonable pricing strategy for a given project.</li> <li>• Trainee demonstrates professional communication in a role-play scenario.</li> </ul> <p><b>LU 5.1.3: Portfolio Development</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of a professional portfolio in freelancing and digital marketing.</li> <li>• Identify the key components of an effective portfolio.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Create and organize a portfolio showcasing skills and projects.</li> <li>• Demonstrate how to present a portfolio to potential clients.</li> </ul> <p><b>Knowledge / Content</b>  A portfolio is a <b>collection of your best work</b> that shows your skills, creativity, and problem-solving abilities. It serves as your <b>digital resume</b> and is often more important than academic qualifications.</p> <p><b>Importance of a Portfolio:</b></p> <ul style="list-style-type: none"> <li>• Builds trust and credibility.</li> <li>• Shows proof of skills and experience.</li> <li>• Differentiates you from competitors.</li> <li>• Helps win jobs and clients quickly.</li> </ul> <p><b>Components of a Good Portfolio:</b></p> <ul style="list-style-type: none"> <li>• Introduction/About Me: Short bio and skills summary.</li> <li>• Services: Clear list of what you offer.</li> <li>• Projects/Case Studies: Showcase real or practice projects with short descriptions.</li> <li>• Testimonials: Client feedback or peer reviews.</li> <li>• Contact Information: Easy ways for clients to reach you.</li> </ul> <p><b>Portfolio Formats:</b></p> <ul style="list-style-type: none"> <li>• PDF Portfolio (send in proposals).</li> <li>• Online Portfolio (Behance, Dribbble, WordPress).</li> <li>• Freelancing Platform Portfolio (Fiverr, Upwork, LinkedIn).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1:</b> Trainees outline what to include in their portfolio (bio, services, projects).</li> <li>• <b>Activity 2:</b> Create a simple PDF or Canva-based portfolio with at least 3 sample projects.</li> <li>• <b>Activity 3:</b> Upload or simulate uploading work to Behance, LinkedIn, or Fiverr profile.</li> <li>• <b>Activity 4:</b> Peer review session where trainees give each other constructive feedback.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage <b>quality over quantity</b> (5 strong samples are better than 20 weak ones).</li> <li>• Beginners can include <b>practice projects</b> (mock designs, classwork).</li> <li>• Suggest writing <b>project stories</b> (Problem → Solution → Result).</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Show examples of good portfolios and discuss why they stand out.</li> <li>• Remind trainees to update portfolios regularly with new work.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 key components of a portfolio.</li> <li>• Trainee creates a draft portfolio with 3 projects.</li> <li>• Trainee demonstrates ability to present or upload portfolio samples online.</li> </ul>	
	<p><b>M 5.2:</b> Entrepreneurship Session</p> <p><b>Objective:</b> Understand the fundamentals of entrepreneurship by exploring idea generation, business planning, financing, and strategies to overcome challenges in starting and running a business.</p>	<p><b>LU 5.2.1: Introduction to Entrepreneurship</b></p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Define entrepreneurship and explain its importance in today's economy.</li> <li>• Identify characteristics of successful entrepreneurs.</li> <li>• Recognize opportunities where entrepreneurial thinking can be applied.</li> </ul> <p><b>Knowledge / Content</b> <b>Entrepreneurship</b> is the process of identifying, developing, and managing a business idea to create value and generate profit. Entrepreneurs are not just business owners – they are problem-solvers who turn ideas into real solutions.</p> <p><b>Why Entrepreneurship Matters:</b></p> <ul style="list-style-type: none"> <li>• Creates jobs and income.</li> <li>• Brings innovation and new solutions to the market.</li> <li>• Supports community and national economic growth.</li> <li>• Empowers individuals to become independent.</li> </ul> <p><b>Characteristics of Successful Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Creativity and innovation.</li> <li>• Risk-taking (calculated, not careless).</li> <li>• Resilience and persistence.</li> <li>• Communication and leadership skills.</li> <li>• Problem-solving mindset.</li> </ul> <p><b>Examples of Entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Starting a digital marketing agency.</li> <li>• Launching an e-commerce store.</li> <li>• Providing freelancing services as a full-time business.</li> <li>• Creating a new product or service to solve a local problem.</li> </ul>	1 Hr (Th/Pr)

		<p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Discussion):</b> Ask trainees to name a local entrepreneur they admire and why.</li> <li>• <b>Activity 2 (Brainstorming):</b> In groups, trainees list at least 3 business ideas that solve everyday problems.</li> <li>• <b>Activity 3 (Case Study):</b> Trainer presents a short story of a successful startup (local or global). Trainees identify the entrepreneur's key traits.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep examples <b>local and relatable</b> (e.g., Pakistani startups, freelancers who scaled into agencies).</li> <li>• Stress that entrepreneurship does not always require large investments — ideas and persistence are more important.</li> <li>• Use simple analogies: an entrepreneur is like a farmer planting seeds, nurturing them, and waiting for them to grow.</li> <li>• Encourage trainees to think about how <b>they themselves</b> can apply entrepreneurial thinking in freelancing or small businesses.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines entrepreneurship in their own words.</li> <li>• Trainee lists at least 3 characteristics of successful entrepreneurs.</li> <li>• Trainee suggests at least 1 potential business idea.</li> </ul> <p><b>LU 5.2.2: Types of Entrepreneurships</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify different types of entrepreneurship.</li> <li>• Explain the characteristics of each type with examples.</li> <li>• Recognize which type of entrepreneurship suits different business ideas.</li> </ul> <p><b>Knowledge / Content</b>  Entrepreneurship comes in many forms depending on the goals, resources, and mindset of the entrepreneur.</p> <p><b>Types of Entrepreneurship:</b></p> <ol style="list-style-type: none"> <li>1. <b>Small Business Entrepreneurship</b></li> </ol>	
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		<ul style="list-style-type: none"> <li>○ Local shops, freelancers, restaurants, small startups.</li> <li>○ Focused on survival, income, and community support.</li> <li>○ Example: A family-owned clothing shop.</li> </ul> <p><b>2. Scalable Startup Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>○ Begins small but designed to grow quickly and attract investors.</li> <li>○ Risky but can create global companies.</li> <li>○ Example: Careem, Airlift, or Silicon Valley startups.</li> </ul> <p><b>3. Social Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>○ Focuses on solving social/environmental problems while also sustaining financially.</li> <li>○ Example: NGOs that sell products to fund community work, Edhi Foundation's service model.</li> </ul> <p><b>4. Corporate Entrepreneurship (Intrapreneurship)</b></p> <ul style="list-style-type: none"> <li>○ Employees acting like entrepreneurs within big companies.</li> <li>○ Innovating new products/services inside an existing organization.</li> <li>○ Example: Google allowing employees to develop new ideas.</li> </ul> <p><b>5. Digital Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>○ Using the internet to run businesses (freelancing, e-commerce, digital marketing).</li> <li>○ Example: Online clothing store, Fiverr/Upwork freelancers scaling into agencies.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Classification Game):</b> Trainer gives business examples, trainees decide which entrepreneurship type they belong to.</li> <li>• <b>Activity 2 (Group Brainstorm):</b> Each group chooses a business idea and identifies which entrepreneurship type it fits.</li> <li>• <b>Activity 3 (Case Study):</b> Review a successful startup (local or global) and identify its entrepreneurship type.</li> </ul>	
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		<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>local examples</b> of entrepreneurs that trainees can relate to.</li> <li>• Highlight that no type is “better” — it depends on personal goals, resources, and risk tolerance.</li> <li>• Connect to freelancing: freelancers often start as <b>small business entrepreneurs</b> and may grow into digital or scalable startups.</li> <li>• Keep discussion interactive — encourage trainees to debate which type of entrepreneurship best suits their own ideas.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 types of entrepreneurship.</li> <li>• Trainee matches business examples to correct entrepreneurship types.</li> <li>• Trainee explains which entrepreneurship type fits their own business idea.</li> </ul> <p><b>LU 5.2.3: Business Idea Generation</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of generating creative and practical business ideas.</li> <li>• Apply methods for brainstorming and identifying business opportunities.</li> <li>• Evaluate ideas based on feasibility, market demand, and resources.</li> <li>• Develop at least one potential business idea individually or in groups.</li> </ul> <p><b>Knowledge / Content</b>  Every successful business starts with an <b>idea</b>. Good ideas come from observing problems, identifying needs, and finding innovative solutions.</p> <p><b>Sources of Business Ideas:</b></p> <ul style="list-style-type: none"> <li>• <b>Personal Skills &amp; Interests:</b> Turning hobbies or expertise into business (e.g., graphic design, baking).</li> <li>• <b>Market Gaps:</b> Identifying products/services missing in the community.</li> <li>• <b>Trends &amp; Technology:</b> Using new tools or platforms to create solutions (e.g., social media marketing).</li> <li>• <b>Problems Around You:</b> Every problem is a potential business opportunity.</li> </ul> <p><b>Methods of Idea Generation:</b></p>	
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		<ol style="list-style-type: none"> <li>1. <b>Brainstorming:</b> Write down as many ideas as possible, no judgment.</li> <li>2. <b>Mind Mapping:</b> Start with a central concept and expand with related ideas.</li> <li>3. <b>SCAMPER Technique:</b> Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse.</li> <li>4. <b>Observation &amp; Research:</b> Watch what people need or complain about.</li> </ol> <p><b>Evaluating Ideas:</b></p> <ul style="list-style-type: none"> <li>• Feasibility: Can you realistically start it?</li> <li>• Demand: Do people want it?</li> <li>• Resources: Do you have time, skills, or money for it?</li> <li>• Profitability: Will it make money or sustain itself?</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorming Session):</b> Trainees list 5 possible business ideas individually.</li> <li>• <b>Activity 2 (Group Work):</b> In groups, combine ideas and shortlist 2 strong ones.</li> <li>• <b>Activity 3 (Mind Mapping):</b> Pick one idea and expand it using a mind map.</li> <li>• <b>Activity 4 (Evaluation):</b> Groups present their idea and explain why it is feasible and in demand.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Encourage creativity — no idea is “too small” at the start.</li> <li>• Use <b>local, relatable examples:</b> home-based food businesses, tuition services, online stores.</li> <li>• Guide trainees to think of both <b>digital and traditional</b> businesses.</li> <li>• Stress that successful entrepreneurs often start small and improve their ideas over time.</li> <li>• Remind them: even if an idea fails, the learning process is valuable.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee generates at least 3 business ideas.</li> <li>• Trainee applies an idea-generation method (brainstorming/mind mapping).</li> <li>• Trainee explains why one idea is feasible and meets a market need.</li> </ul>	
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		<p><b>LU 5.2.4: Business Planning and Strategy</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of business planning for entrepreneurs.</li> <li>• Identify the key components of a simple business plan.</li> <li>• Understand basic strategies for launching and growing a business.</li> <li>• Develop a mini business plan for a selected idea.</li> </ul> <p><b>Knowledge / Content</b>  A <b>business plan</b> is a written roadmap that outlines how a business will operate, earn, and grow. It helps entrepreneurs stay focused and attract partners or investors.</p> <p><b>Importance of Business Planning:</b></p> <ul style="list-style-type: none"> <li>• Provides clarity on goals and direction.</li> <li>• Helps identify risks and opportunities.</li> <li>• Attracts investors or lenders.</li> <li>• Guides daily operations and decision-making.</li> </ul> <p><b>Key Components of a Business Plan:</b></p> <ol style="list-style-type: none"> <li>1. <b>Executive Summary:</b> Short overview of the business idea.</li> <li>2. <b>Business Description:</b> What product/service will you offer? Who are the customers?</li> <li>3. <b>Market Research:</b> Target market, competitors, demand trends.</li> <li>4. <b>Marketing &amp; Sales Strategy:</b> How will you attract and retain customers?</li> <li>5. <b>Operations Plan:</b> Resources, suppliers, technology, and team.</li> <li>6. <b>Financial Plan:</b> Startup costs, pricing, revenue, and profit projections.</li> </ol> <p><b>Business Strategy Basics:</b></p> <ul style="list-style-type: none"> <li>• <b>Market Entry Strategy:</b> How to launch (small-scale test, partnerships, online presence).</li> <li>• <b>Growth Strategy:</b> Expanding customers, new products, scaling operations.</li> <li>• <b>Competitive Strategy:</b> Differentiation (unique value), cost leadership (affordable), or niche focus.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Case Study):</b> Trainer shows a short business plan sample (1-page) and explains sections.</li> <li>• <b>Activity 2 (Mini Plan Drafting):</b> Trainees create a 1-page business plan for a business idea (group or individual).</li> </ul>	
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		<ul style="list-style-type: none"> <li>• <b>Activity 3 (Strategy Mapping):</b> Groups identify how their business will enter the market and grow.</li> <li>• <b>Activity 4 (Presentation):</b> Groups present their business plans and get peer/trainer feedback.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Keep it simple — trainees do not need a 20-page business plan. A 1–2 page draft is enough to start.</li> <li>• Relate strategies to <b>local businesses</b> (e.g., how a food stall expands into a restaurant).</li> <li>• Stress adaptability: strategies should be flexible because markets change.</li> <li>• Use visual tools like <b>Business Model Canvas</b> if possible.</li> <li>• Encourage teamwork: business planning is often best done collaboratively.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 3 components of a business plan.</li> <li>• Trainee prepares a mini business plan with clear goals, market info, and strategy.</li> <li>• Trainee presents a realistic and practical strategy for growth.</li> </ul> <p><b>LU 5.2.5: Financing Business</b></p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why financing is important for starting and running a business.</li> <li>• Identify different sources of business financing.</li> <li>• Understand the difference between debt and equity financing.</li> <li>• Create a simple financial plan for a business idea.</li> </ul> <p><b>Knowledge / Content</b> Every business needs <b>money (capital)</b> to start, operate, and grow. Financing refers to the ways entrepreneurs obtain and manage funds.</p> <p><b>Why Financing is Important:</b></p> <ul style="list-style-type: none"> <li>• Covers startup costs (equipment, licenses, marketing).</li> <li>• Supports daily operations (salaries, bills, raw materials).</li> <li>• Enables growth (expansion, new products, more staff).</li> </ul> <p><b>Sources of Business Financing:</b></p>	
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		<ol style="list-style-type: none"> <li>1. <b>Personal Savings:</b> Most common for small startups.</li> <li>2. <b>Family and Friends:</b> Informal loans or investments.</li> <li>3. <b>Bank Loans:</b> Formal borrowing with interest.</li> <li>4. <b>Microfinance Institutions:</b> Small loans for small businesses.</li> <li>5. <b>Government Schemes:</b> e.g., NAVTTC seed money programs.</li> <li>6. <b>Investors/Equity:</b> Giving up part ownership in exchange for funding.</li> <li>7. <b>Crowdfunding:</b> Collecting money from many people online.</li> </ol> <p><b>Debt vs. Equity Financing:</b></p> <ul style="list-style-type: none"> <li>• <b>Debt:</b> Borrowing money (loans) that must be repaid with interest.</li> <li>• <b>Equity:</b> Selling part ownership to investors in exchange for capital.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Trainees list possible financing options for a small local business (e.g., bakery, e-commerce store).</li> <li>• <b>Activity 2 (Financial Plan Draft):</b> Trainees create a simple startup cost sheet (what money is needed and where it comes from).</li> <li>• <b>Activity 3 (Case Study Discussion):</b> Trainer presents an example of a business that grew with small financing (e.g., local startup using microfinance).</li> <li>• <b>Activity 4 (Role-Play):</b> One trainee acts as an entrepreneur pitching to a lender, another as a bank officer/investor.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize starting <b>small and realistic</b> — not every business needs big loans.</li> <li>• Warn trainees about <b>over-borrowing</b> — debt can become a burden if not planned.</li> <li>• Encourage them to explore <b>government and microfinance programs</b> available locally.</li> <li>• Use real examples from Pakistan: small shops, freelancers, and startups that scaled gradually.</li> <li>• Show how financing links back to business planning and strategy.</li> </ul>	
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		<p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 sources of financing.</li> <li>• Trainee explains the difference between debt and equity financing.</li> <li>• Trainee prepares a simple financing plan for a business idea.</li> </ul> <p><b>LU 5.2.6: Entrepreneurship Challenges and Possible Solutions</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify common challenges faced by entrepreneurs.</li> <li>• Explain how these challenges affect business success.</li> <li>• Propose practical solutions to overcome entrepreneurial challenges.</li> <li>• Build resilience and problem-solving skills as future entrepreneurs.</li> </ul> <p><b>Knowledge / Content</b>  Starting and running a business is rewarding but also comes with <b>challenges</b>. Successful entrepreneurs anticipate problems and prepare solutions.</p> <p><b>Common Entrepreneurship Challenges:</b></p> <ol style="list-style-type: none"> <li>1. <b>Lack of Capital:</b> Not enough funds to start or expand. <ul style="list-style-type: none"> <li>◦ <i>Solution:</i> Start small, seek microfinance, reinvest profits.</li> </ul> </li> <li>2. <b>Market Competition:</b> Too many competitors offering similar products. <ul style="list-style-type: none"> <li>◦ <i>Solution:</i> Differentiate with unique value, better service, or niche focus.</li> </ul> </li> <li>3. <b>Limited Skills/Knowledge:</b> Not knowing how to manage finances, marketing, or operations. <ul style="list-style-type: none"> <li>◦ <i>Solution:</i> Continuous learning, training programs, mentorship.</li> </ul> </li> <li>4. <b>Finding Customers:</b> Difficulty in building a customer base. <ul style="list-style-type: none"> <li>◦ <i>Solution:</i> Use digital marketing, referrals, social media, quality service.</li> </ul> </li> <li>5. <b>Time Management:</b> Balancing multiple roles (sales, marketing, operations). <ul style="list-style-type: none"> <li>◦ <i>Solution:</i> Prioritize tasks, delegate when possible, use digital tools.</li> </ul> </li> <li>6. <b>Risk &amp; Failure:</b> Fear of losing money or business not working out.</li> </ol>	
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		<ul style="list-style-type: none"><li>○ <i>Solution:</i> Start with low-risk ideas, learn from failures, adapt quickly.</li></ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"><li>• <b>Activity 1 (Group Discussion):</b> Trainees share what challenges they think entrepreneurs face in their community.</li><li>• <b>Activity 2 (Problem-Solution Mapping):</b> Each group selects one challenge and writes possible solutions.</li><li>• <b>Activity 3 (Case Study):</b> Trainer shares a story of an entrepreneur who overcame difficulties (local startup/freelancer).</li><li>• <b>Activity 4 (Role-Play):</b> One trainee presents a challenge, others suggest solutions as if they were a business mentor panel.</li></ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"><li>• Keep discussion realistic — many challenges are <b>common to all entrepreneurs</b>, not just beginners.</li><li>• Encourage <b>resilience and adaptability</b>: failure is not the end, but a step toward learning.</li><li>• Share <b>local success stories</b> of businesses that overcame early struggles.</li><li>• Stress networking and mentorship as important tools for solving challenges.</li><li>• Motivate trainees by reinforcing: <i>“Every problem has a solution if you stay persistent.”</i></li></ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"><li>• Trainee identifies at least 3 entrepreneurship challenges.</li><li>• Trainee suggests practical solutions for at least 2 challenges.</li><li>• Trainee demonstrates problem-solving skills in group discussions or role-play.</li></ul>	
<p><b>M 5.3:</b> Environment Session</p> <p><b>Objective:</b> Build awareness of environmental issues, hazards, and climate change while learning sustainable</p>	<p><b>LU 5.3.1:</b> Introduction to Environmental Issues</p> <p><b>Learning Objectives</b> Trainee will be able to:</p> <ul style="list-style-type: none"><li>• Define environmental issues and explain why they matter for communities and businesses.</li><li>• Identify common local and global environmental problems.</li><li>• Recognize the role individuals and entrepreneurs can play in reducing environmental impact.</li></ul>	1 Hr (Th/Pr)	

	<p>practices and ways individuals can contribute to environmental protection.</p>	<p><b>Knowledge / Content</b>  The <b>environment</b> includes air, water, land, plants, and animals that support life. Human activities, especially business and industrial growth, can damage the environment if not managed responsibly.</p> <p><b>Major Environmental Issues:</b></p> <ol style="list-style-type: none"> <li>1. <b>Pollution:</b> Air (smoke, traffic), water (waste dumping), land (plastic waste).</li> <li>2. <b>Climate Change:</b> Rising temperatures, extreme weather, melting glaciers.</li> <li>3. <b>Deforestation:</b> Cutting down trees leading to loss of biodiversity.</li> <li>4. <b>Waste Management:</b> Excess plastic, e-waste, and poor recycling.</li> <li>5. <b>Resource Depletion:</b> Overuse of water, energy, and minerals.</li> </ol> <p><b>Why It Matters for Entrepreneurs and Businesses:</b></p> <ul style="list-style-type: none"> <li>• Customers prefer eco-friendly businesses.</li> <li>• Reducing waste and saving energy lowers costs.</li> <li>• Businesses have a responsibility toward the community.</li> <li>• Green practices can create new business opportunities (eco-products, recycling).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Trainees list environmental problems they see in their community.</li> <li>• <b>Activity 2 (Video/Images):</b> Trainer shows short clips or pictures of environmental issues; trainees identify the problem.</li> <li>• <b>Activity 3 (Discussion):</b> Groups suggest how small businesses can contribute to solving one environmental issue.</li> <li>• <b>Activity 4 (Reflection):</b> Each trainee writes one personal habit they can change to reduce their environmental impact.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>local examples</b> (plastic bags, traffic pollution, waste in rivers).</li> <li>• Connect environment to <b>entrepreneurship</b>: eco-friendly businesses are a growing trend.</li> <li>• Stress that protecting the environment is both a <b>social responsibility</b> and a <b>business opportunity</b>.</li> </ul>	
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		<ul style="list-style-type: none"> <li>Keep the discussion interactive — allow trainees to share personal experiences.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>Trainee defines environmental issues in their own words.</li> <li>Trainee identifies at least 3 common environmental problems.</li> <li>Trainee proposes one solution or habit change to reduce environmental impact.</li> </ul> <p><b>LU 5.3.2: Types of Environmental Hazards</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>Define environmental hazards and explain their impact on people, businesses, and communities.</li> <li>Identify different types of environmental hazards with local and global examples.</li> <li>Recognize how businesses and individuals can reduce risks from these hazards.</li> </ul> <p><b>Knowledge / Content</b>  An <b>environmental hazard</b> is any natural or human-made event that negatively affects people, property, or the ecosystem. Hazards can disrupt lives, damage businesses, and harm health.</p> <p><b>Types of Environmental Hazards:</b></p> <ol style="list-style-type: none"> <li><b>Natural Hazards</b> <ul style="list-style-type: none"> <li>Earthquakes, floods, droughts, hurricanes, landslides.</li> <li>Example: Floods in Pakistan (2022) affecting agriculture and housing.</li> </ul> </li> <li><b>Chemical Hazards</b> <ul style="list-style-type: none"> <li>Pollution from factories, pesticides, toxic waste, air and water contamination.</li> <li>Example: Industrial waste polluting rivers.</li> </ul> </li> <li><b>Biological Hazards</b> <ul style="list-style-type: none"> <li>Diseases, bacteria, viruses, or pests that threaten health.</li> <li>Example: COVID-19 pandemic as a biological hazard.</li> </ul> </li> <li><b>Physical Hazards</b> <ul style="list-style-type: none"> <li>Unsafe conditions such as noise pollution, radiation, poor infrastructure.</li> </ul> </li> </ol>	
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		<ul style="list-style-type: none"> <li>○ Example: Construction sites with dust and noise.</li> </ul> <p><b>5. Human-Made Hazards</b></p> <ul style="list-style-type: none"> <li>○ Deforestation, overpopulation, poor waste management, accidents from unsafe practices.</li> <li>○ Example: Plastic pollution from single-use bags and bottles.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Matching Game):</b> Trainer gives examples of hazards, trainees classify them into types.</li> <li>• <b>Activity 2 (Group Brainstorm):</b> Trainees identify hazards that are most common in their community.</li> <li>• <b>Activity 3 (Problem-Solution):</b> Each group picks one hazard and suggests a business or community solution.</li> <li>• <b>Activity 4 (Reflection):</b> Trainees discuss how hazards might impact small businesses.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use simple, clear language — avoid making hazards sound too technical.</li> <li>• Show visuals or news headlines of recent hazards for real-world connection.</li> <li>• Emphasize that hazards are not just natural disasters — everyday pollution and waste are also hazards.</li> <li>• Link discussion back to entrepreneurship: eco-friendly businesses can <b>reduce hazards</b> and create opportunities.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 types of environmental hazards.</li> <li>• Trainee classifies given examples into correct hazard categories.</li> <li>• Trainee proposes at least one solution to reduce or manage a hazard.</li> </ul> <p><b>LU 5.3.3: The Impact of Human Activity on the Environment</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain how human activities affect the natural environment.</li> <li>• Identify both positive and negative impacts of human behavior on ecosystems.</li> </ul>	
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		<ul style="list-style-type: none"> <li>Recognize the role of responsible practices in reducing environmental damage.</li> </ul> <p><b>Knowledge / Content</b>  Human activities have a direct impact on the <b>air, water, land, and biodiversity</b> around us. While development and industry improve living standards, they can also create serious environmental problems if unmanaged.</p> <p><b>Negative Impacts of Human Activity:</b></p> <ol style="list-style-type: none"> <li><b>Deforestation:</b> Clearing forests for agriculture, housing, and industry → loss of biodiversity and climate change.</li> <li><b>Pollution:</b> Industrial waste, vehicle smoke, and plastic use → air, land, and water contamination.</li> <li><b>Overconsumption of Resources:</b> Excessive use of water, energy, and minerals → depletion of natural resources.</li> <li><b>Urbanization:</b> Expansion of cities leading to overcrowding, waste, and loss of green areas.</li> <li><b>Climate Change:</b> Emissions from industries and vehicles → rising global temperatures, floods, droughts.</li> </ol> <p><b>Positive Impacts of Human Activity (when responsible):</b></p> <ul style="list-style-type: none"> <li><b>Reforestation &amp; Conservation:</b> Planting trees, protecting wildlife.</li> <li><b>Green Technology:</b> Solar power, electric vehicles, eco-friendly products.</li> <li><b>Recycling &amp; Waste Reduction:</b> Reduces landfill and saves resources.</li> <li><b>Sustainable Businesses:</b> Companies adopting eco-friendly production.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li><b>Activity 1 (Observation):</b> Trainees list 3 ways humans harm the environment in their local area.</li> <li><b>Activity 2 (Debate):</b> Groups discuss: "Development vs. Environment — Can both grow together?"</li> <li><b>Activity 3 (Positive Actions):</b> Each trainee suggests one eco-friendly business idea.</li> <li><b>Activity 4 (Case Study):</b> Trainer presents an example of a company using sustainable practices (e.g., a brand using recycled packaging).</li> </ul>	
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		<p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use <b>local issues</b> such as plastic bag bans, smog in big cities, and water shortages to make it relatable.</li> <li>• Highlight the <b>duality</b>: humans can destroy the environment, but they can also protect and restore it.</li> <li>• Encourage trainees to think about how <b>entrepreneurs</b> can adopt green practices while still making profit.</li> <li>• Keep discussions hopeful and solution-focused, not just problem-heavy.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee identifies at least 3 negative impacts of human activities on the environment.</li> <li>• Trainee provides at least 1 example of a positive human action for sustainability.</li> <li>• Trainee suggests one eco-friendly practice or business idea.</li> </ul> <p><b>LU 5.3.4: Conservation and Sustainability</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define conservation and sustainability in simple terms.</li> <li>• Explain why conserving natural resources is important for future generations.</li> <li>• Identify sustainable practices individuals and businesses can adopt.</li> <li>• Demonstrate small actions that contribute to long-term environmental care.</li> </ul> <p><b>Knowledge / Content</b>  <b>Conservation</b> means protecting and wisely using natural resources such as water, forests, and energy.  <b>Sustainability</b> means meeting today's needs without compromising the ability of future generations to meet theirs.  <b>Why It Matters:</b></p> <ul style="list-style-type: none"> <li>• Earth's resources are limited — if wasted, future generations will suffer.</li> <li>• Conservation reduces costs for businesses and families.</li> <li>• Sustainable practices improve health, community well-being, and business reputation.</li> </ul> <p><b>Examples of Conservation Practices:</b></p>	
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		<ul style="list-style-type: none"> <li>• Saving electricity by switching off unused lights/fans.</li> <li>• Reducing water waste in homes and industries.</li> <li>• Planting trees to restore ecosystems.</li> <li>• Recycling materials like paper, glass, plastic, and e-waste.</li> </ul> <p><b>Examples of Sustainability Practices:</b></p> <ul style="list-style-type: none"> <li>• Using renewable energy (solar, wind).</li> <li>• Eco-friendly packaging instead of plastic.</li> <li>• Sustainable farming (crop rotation, organic methods).</li> <li>• Green entrepreneurship (eco-products, recycling startups).</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Trainees list simple ways they can save water, energy, or resources daily.</li> <li>• <b>Activity 2 (Group Work):</b> Groups design a poster promoting conservation habits (digital or on chart paper).</li> <li>• <b>Activity 3 (Business Angle):</b> Trainees suggest one business idea that uses sustainability (e.g., reusable bags, solar-powered devices).</li> <li>• <b>Activity 4 (Reflection):</b> Each trainee writes one habit they will adopt for conservation.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Emphasize <b>"small actions, big impact"</b> – conservation starts at home.</li> <li>• Use relatable examples (e.g., solar panels in villages, recycling drives in cities).</li> <li>• Link back to entrepreneurship: sustainable businesses often gain more customer trust.</li> <li>• Encourage optimism – show how youth-led initiatives globally and locally are making change.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines conservation and sustainability.</li> <li>• Trainee lists at least 3 conservation or sustainability practices.</li> <li>• Trainee proposes one eco-friendly personal habit or business idea.</li> </ul>	
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		<p><b>LU 5.3.5: Climate Change and Its Effects</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define climate change and explain its causes.</li> <li>• Identify the effects of climate change at local and global levels.</li> <li>• Recognize the role of individuals and businesses in reducing climate change impact.</li> <li>• Propose small actions to help mitigate climate change.</li> </ul> <p><b>Knowledge / Content</b>  <b>Climate change</b> refers to long-term changes in global temperatures and weather patterns, mainly caused by human activities like burning fossil fuels, deforestation, and industrialization.</p> <p><b>Causes of Climate Change:</b></p> <ul style="list-style-type: none"> <li>• Greenhouse gases from industries, vehicles, and burning coal/oil.</li> <li>• Deforestation reducing Earth's ability to absorb carbon dioxide.</li> <li>• Rapid urbanization and overconsumption of natural resources.</li> </ul> <p><b>Effects of Climate Change:</b></p> <ol style="list-style-type: none"> <li>1. <b>Rising Temperatures:</b> Heatwaves, droughts, water shortages.</li> <li>2. <b>Extreme Weather:</b> More frequent floods, hurricanes, and storms.</li> <li>3. <b>Melting Ice &amp; Rising Sea Levels:</b> Threat to coastal areas.</li> <li>4. <b>Impact on Agriculture:</b> Crop failures, reduced food supply.</li> <li>5. <b>Health Issues:</b> Heat stress, spread of diseases, poor air quality.</li> </ol> <p><b>Local Context (Pakistan/Regional Examples):</b></p> <ul style="list-style-type: none"> <li>• Devastating floods (2022) destroying homes and crops.</li> <li>• Smog in big cities like Lahore due to pollution.</li> <li>• Glacial melting in the north affecting water supply.</li> </ul> <p><b>Positive Actions to Reduce Impact:</b></p> <ul style="list-style-type: none"> <li>• Planting trees and protecting forests.</li> <li>• Using renewable energy (solar panels, wind).</li> <li>• Energy-saving habits (public transport, switching off appliances).</li> <li>• Promoting eco-friendly businesses and sustainable products.</li> </ul>	
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		<p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Discussion):</b> Trainees list climate change impacts they have personally observed (e.g., hotter summers, floods).</li> <li>• <b>Activity 2 (Group Exercise):</b> Groups design a simple awareness campaign poster on climate change solutions.</li> <li>• <b>Activity 3 (Case Study):</b> Trainer shares a success story of a green project (e.g., Billion Tree Tsunami in Pakistan).</li> <li>• <b>Activity 4 (Reflection):</b> Each trainee commits to one personal step to reduce climate change impact.</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Use visual aids (charts, before-and-after images of floods, heatwaves).</li> <li>• Relate climate change to <b>daily life and businesses</b> — e.g., higher energy bills, crop losses, and business disruptions.</li> <li>• Encourage proactive thinking: climate change is a challenge but also an opportunity for <b>green entrepreneurship</b>.</li> <li>• Keep the tone motivational — focus on what can be done, not just the problems.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee defines climate change and lists at least 2 causes.</li> <li>• Trainee identifies at least 3 effects of climate change (local or global).</li> <li>• Trainee suggests one action individuals or businesses can take to reduce impact.</li> </ul> <p><b>LU 5.3.6: How to Contribute to Environmental Protection?</b></p> <p><b>Learning Objectives</b>  <b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the role of individuals, businesses, and communities in protecting the environment.</li> <li>• Identify simple, practical steps for environmental protection.</li> <li>• Demonstrate how entrepreneurs can integrate eco-friendly practices into their work.</li> <li>• Commit to at least one personal action toward protecting the environment.</li> </ul>	
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		<p><b>Knowledge / Content</b> Protecting the environment means taking steps to reduce harm and preserve resources for future generations. Everyone — from individuals to businesses — has a role to play.</p> <p><b>Ways Individuals Can Contribute:</b></p> <ul style="list-style-type: none"> <li>• Reduce, Reuse, Recycle: Avoid single-use plastics, recycle waste.</li> <li>• Save energy and water at home (switch off, fix leaks).</li> <li>• Plant trees and protect green spaces.</li> <li>• Use eco-friendly transport (public transport, cycling, walking).</li> </ul> <p><b>Ways Businesses Can Contribute:</b></p> <ul style="list-style-type: none"> <li>• Use sustainable materials and packaging.</li> <li>• Reduce waste and manage it responsibly.</li> <li>• Adopt renewable energy sources (solar, wind).</li> <li>• Promote green products and services (eco-friendly entrepreneurship).</li> </ul> <p><b>Ways Communities Can Contribute:</b></p> <ul style="list-style-type: none"> <li>• Organize clean-up drives, recycling programs.</li> <li>• Raise awareness through campaigns and workshops.</li> <li>• Support government policies on environmental protection.</li> <li>• Collaborate with NGOs and green organizations.</li> </ul> <p><b>Skills / Practical Tasks</b></p> <ul style="list-style-type: none"> <li>• <b>Activity 1 (Brainstorm):</b> Each trainee lists one personal habit they can change to protect the environment.</li> <li>• <b>Activity 2 (Group Work):</b> Groups create a checklist of eco-friendly practices for a small business.</li> <li>• <b>Activity 3 (Awareness Campaign):</b> Groups design a short awareness slogan or poster promoting environmental protection.</li> <li>• <b>Activity 4 (Community Idea):</b> Trainees suggest one community activity (e.g., clean-up day, tree plantation drive).</li> </ul> <p><b>Trainer's Notes</b></p> <ul style="list-style-type: none"> <li>• Stress that <b>every small step counts</b> — collective actions create big change.</li> <li>• Give local, relatable examples (plastic bag bans, solar projects in villages).</li> <li>• Encourage students to think about how their <b>future businesses</b> can be eco-friendly.</li> </ul>	
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		<ul style="list-style-type: none"> <li>• Use motivational tone: protecting the environment = protecting our health, economy, and future.</li> <li>• Connect this LU with earlier ones on climate change, conservation, and sustainability.</li> </ul> <p><b>Assessment Criteria</b></p> <ul style="list-style-type: none"> <li>• Trainee lists at least 3 ways to protect the environment.</li> <li>• Trainee suggests one eco-friendly practice for individuals and one for businesses.</li> <li>• Trainee commits to one personal or group action for environmental protection.</li> </ul>	
<p><b>Capstone Project: <i>End-to-End Digital Campaign Simulation</i></b>  Trainees will plan and simulate a digital marketing campaign for a fictional client, including:</p> <ul style="list-style-type: none"> <li>• Digital strategy and target audience</li> <li>• Google Ads &amp; Facebook/Instagram campaign setup</li> <li>• Sample social media posts via Canva</li> <li>• Basic performance report (imagined data)</li> <li>• Freelance proposal with service pricing</li> <li>• A compiled PDF or Google Slides portfolio for mock presentation and review</li> </ul> <p><b>Learning Objectives</b>  Trainee will be able to:</p> <ul style="list-style-type: none"> <li>• Apply all skills learned in digital marketing, freelancing, and entrepreneurship.</li> <li>• Develop a complete digital marketing strategy for a fictional client.</li> <li>• Demonstrate ability to design ads, content, and proposals in a professional format.</li> <li>• Present campaign results and portfolio in a client-ready manner.</li> </ul> <p><b>Task Description</b>  In this final project, trainees will act as <b>digital marketing consultants</b> for a fictional business (e.g., clothing store, café, online course, NGO). They will plan, simulate, and present a full digital campaign — from strategy to reporting — in a professional portfolio format.</p> <p><b>Project Components:</b></p> <ol style="list-style-type: none"> <li><b>Digital Strategy &amp; Target Audience</b> <ul style="list-style-type: none"> <li>○ Define campaign goals (awareness, sales, leads).</li> <li>○ Identify target audience (age, gender, location, interests).</li> </ul> </li> <li><b>Ad Campaign Simulation</b> <ul style="list-style-type: none"> <li>○ <b>Google Ads:</b> Select keywords, draft ad copy, design a display banner.</li> <li>○ <b>Facebook/Instagram Ads:</b> Define audience, create mock ads in Canva, choose ad formats.</li> </ul> </li> <li><b>Content Design</b> <ul style="list-style-type: none"> <li>○ Create 3–5 branded social media posts using Canva.</li> <li>○ Apply consistent colors, fonts, and brand elements.</li> </ul> </li> <li><b>Performance Reporting</b> <ul style="list-style-type: none"> <li>○ Prepare a mock report with imagined data (e.g., impressions, clicks, conversions).</li> <li>○ Show comparison between Google Ads and Facebook Ads performance.</li> </ul> </li> </ol>			



**5. Freelance Proposal & Pricing**

- Draft a professional proposal to the client, including scope of work, deliverables, pricing, and timeline.

**6. Portfolio Compilation**

- Compile all materials (strategy, ads, posts, proposal, report) into a **PDF or Google Slides presentation**.
- Present to the class as a “mock client pitch.”

**Skills / Practical Tasks**

- **Activity 1 (Team Formation):** Groups select a fictional client/business scenario.
- **Activity 2 (Campaign Design):** Develop strategy, create mock Google Ads + Facebook/Instagram Ads.
- **Activity 3 (Content Creation):** Design social media posts in Canva.
- **Activity 4 (Reporting Simulation):** Prepare a simple data table/chart of campaign results.
- **Activity 5 (Proposal Writing):** Groups draft a freelance-style proposal with service pricing.
- **Activity 6 (Presentation):** Each group presents their portfolio to peers/trainers.

**Trainer's Notes**

- Stress professionalism — this capstone simulates **real client work**.
- Remind trainees to keep branding consistent across all materials.
- Guide them in pricing realistically for freelancing markets.
- Encourage creativity in visuals but align them with goals and audience.
- During presentations, give structured feedback on **clarity, creativity, professionalism, and practicality**.

**Assessment Criteria**

- Trainee prepares a complete digital campaign strategy with clear goals and audience.
- Trainee designs Google Ads and Facebook/Instagram mock campaigns.
- Trainee creates at least 3 branded social media posts in Canva.
- Trainee prepares a mock performance report with basic metrics.
- Trainee writes a professional freelance proposal with service pricing.
- Portfolio is compiled into a PDF/Slides and presented effectively.

## Module 1.1: Health & Safety

**Objective:** Develop awareness and practices to ensure personal and workplace safety, recognize hazards, and respond effectively to emergencies.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 1.1.1: Introduction to Safety</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"><li>• Explain why safety is important in every environment, including training rooms and workplaces.</li><li>• Recognize that safety is a shared responsibility of everyone.</li><li>• Follow safety instructions, signs, and rules effectively.</li></ul>	<p>Safety is the foundation of every training environment—whether you are working with computers, electrical equipment, or simply sitting at a desk. A safe training space ensures that everyone can focus on learning without distractions, injuries, or unnecessary risks.</p> <p><b>Why Safety Matters</b></p> <p>Even in a digital-skills classroom, accidents can happen. Something as simple as water near a laptop, tangled charging cables, or chairs blocking walkways can lead to injury or damage. Taking small precautions helps protect people, equipment, and the overall learning environment.</p> <p>Safety is not the responsibility of one person—it is a shared duty. Trainers, trainees, and support staff must work together to maintain a clean, organized, and hazard-free workspace. A trainee who notices a broken power socket or a loose tile should report it immediately. When everyone participates, the entire environment becomes safer and more productive.</p> <p><b>Following Rules, Signs &amp; Instructions</b></p> <p>Safety instructions are not restrictions—they are guidelines to protect everyone. Examples of common safety rules include:</p> <ul style="list-style-type: none"><li>• No food or drinks near computers</li><li>• Keep cables organized and away from walking paths</li><li>• Do not use damaged chargers or devices</li><li>• Maintain proper posture while sitting</li><li>• Pay attention to safety signs (Fire Exit, No Entry, Caution, etc.)</li></ul> <p>Understanding common safety signs helps trainees behave responsibly and avoid danger. These signs guide movement during emergencies and prevent accidents before they happen.</p> <p><b>Digital Safety Awareness</b></p> <p>In digital skills training, safety also includes <b>online safety</b>:</p> <ul style="list-style-type: none"><li>• Avoid clicking unknown links</li></ul>

		<ul style="list-style-type: none"> <li>• Use strong passwords</li> <li>• Keep personal information secure</li> <li>• Don't download unauthorized software</li> </ul> <p>These practices protect you from viruses, hacking, or data loss.</p> <p><b>Helpful Videos (Free Learning Resources)</b></p> <p><b>Safety Animation – Why Safety Matters</b> A simple visual explanation of why safety is important in all environments. <a href="https://www.youtube.com/watch?v=FE5lbMzpZlo">https://www.youtube.com/watch?v=FE5lbMzpZlo</a></p> <p><b>Safety Attitudes at Work</b> Shows how small daily habits prevent accidents and build a safer workspace. <a href="https://www.youtube.com/watch?v=5_IFz7FEZ9E">https://www.youtube.com/watch?v=5_IFz7FEZ9E</a></p> <p><b>Mandatory Safety Signs Explained</b> Introduces common safety signs and how to understand them quickly. <a href="https://www.youtube.com/watch?v=MAqpf8oh-MY">https://www.youtube.com/watch?v=MAqpf8oh-MY</a></p> <p><b>Summary</b> A safe environment helps trainees learn better, reduces accidents, and protects equipment. By staying alert, following rules, and taking responsibility, everyone contributes to a positive and secure training atmosphere.</p>
<b>LU 1.1.2: Personal Safety Practices</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Describe the importance of personal hygiene and cleanliness in a workplace or training setting.</li> <li>• Identify appropriate clothing and protective items required for safe participation.</li> <li>• Demonstrate how to maintain a clean, organized, and safe workspace.</li> </ul>	<p>Personal safety practices help trainees create a clean, comfortable, and hazard-free environment that supports learning and productivity. These habits protect not only the trainee but also classmates, trainers, and equipment in the training room.</p> <p><b>Importance of Personal Hygiene</b> Good hygiene is essential in any shared space. It helps maintain a healthy environment and reduces the spread of illness. Clean hands, proper grooming, and avoiding unhygienic practices help everyone work confidently and comfortably. Simple habits such as washing hands before using equipment, keeping your face mask (if required) clean, and avoiding touching shared surfaces unnecessarily all contribute to a safer environment.</p> <p><b>Appropriate Clothing and Protective Items</b> Wearing the right clothes is a part of personal safety:</p> <ul style="list-style-type: none"> <li>• Choose comfortable clothing suitable for sitting and moving around.</li> </ul>

- Avoid loose accessories (scarves, long jewelry) that may get caught in chairs, bags, or equipment.
- Closed shoes are safer than open sandals, especially around electrical cords.
- If the training requires any protective items—such as glasses or masks—use them consistently.

These simple choices reduce the chances of tripping, slipping, or damaging equipment.

### **Keeping Your Workspace Clean and Organized**

A clean workspace helps prevent accidents and improves focus. Keeping your area neat also makes it easier to work with computers or tools.

Good workspace habits include:

- Arrange cables properly to avoid tangles and tripping.
- Keep drinks, food, or water bottles away from laptops and power sources.
- Organize files, notebooks, and bags to avoid clutter.
- Immediately clean up small spills or report them to the trainer.
- Ensure your chair, table, and computer are positioned properly to maintain good posture.

An organized workspace also shows professionalism and prepares you for workplace environments.

### **Helpful Free Videos / Online Resources**

#### **Personal Cleanliness & Hygien**

Explains why hygiene matters in shared spaces.

<https://www.youtube.com/watch?v=Z3vZ5nF4nT8>

#### **Workplace Cleanliness & Desk Organization Tips**

Shows simple ways to keep your workspace clean and productive.

<https://www.youtube.com/watch?v=VxYw24ixe6I>

#### **Basic Safety Practices in Offices & Labs**

Highlights safe clothing, posture, and workspace habits.

<https://www.youtube.com/watch?v=t1Qlgw-P34U>

### **Summary**

Personal safety begins with everyday habits—cleanliness, proper clothing, and an organized workspace. These practices reduce accidents, support a healthy learning

		environment, and help trainees build professional habits that are essential for any future workplace.
<b>LU 1.1.3: Hazard Awareness</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Define what a hazard is in workplace and training environments.</li> <li>• Identify common hazards such as slips, trips, electrical risks, tools, and stress.</li> <li>• Demonstrate how to report unsafe conditions immediately.</li> </ul>	<p>Hazard awareness is a core part of maintaining a safe training or workplace environment. A <b>hazard</b> is anything that has the potential to cause harm—whether it affects people, equipment, or the training process. Many hazards are easy to miss because they blend into everyday surroundings, but understanding how to identify them is the first step toward preventing accidents.</p> <p>Hazards can appear in many forms. A wet floor near the entrance, wires stretched across the room, unstable chairs, or damaged equipment are all examples of physical hazards. Electrical hazards include broken plugs, exposed wiring, overloaded extensions, or using electronics with wet hands. Even mental stress, fatigue, or distractions can become hazards because they reduce focus and increase the chances of mistakes. When trainees learn to identify these risks early, they help protect themselves and everyone around them.</p> <p>Recognizing hazards begins with simple awareness. Every time you enter a classroom, lab, or workplace, take a moment to observe your environment. Look for anything that seems unsafe, out of place, broken, or unusually positioned. A small object on the floor, a chair sticking out in a walkway, or liquid near a power source may not look dangerous at first glance, but each can cause injury if ignored. Hazard awareness is about noticing the small things before they become big problems. Understanding hazards is important because it helps prevent accidents, saves time, and avoids damage to valuable equipment. Many incidents happen not because conditions were extremely dangerous, but because no one paid attention. When trainees are alert, responsible, and proactive, training becomes smoother, safer, and more professional.</p> <p>Once a hazard is identified, it must be reported immediately. Reporting a hazard is not complaining—it is taking responsibility. Inform the trainer or supervisor clearly and provide the exact location and nature of the hazard. For example, you might say, “There is water on the floor near the power extension,” or “This cable is damaged and exposed.” If possible, warn others so they stay away until the issue is resolved. Trainees should never attempt to fix electrical or mechanical hazards on their own unless trained to do so.</p>

		<p>To build your skills further, explore the following free videos and resources. Each explains hazard identification and safety in an easy-to-understand way.</p> <p><b>Watch this video: Introduction to Workplace Hazards (4 min)</b>  This video explains common hazards found in classrooms, labs, and workplaces.  Link: <a href="https://www.youtube.com/watch?v=jrmJdx5vqRA">https://www.youtube.com/watch?v=jrmJdx5vqRA</a></p> <p><b>Watch this video: Common Workplace Hazards Explained</b>  A simple guide to identifying physical, electrical, and equipment-related hazards.  Link: <a href="https://www.youtube.com/watch?v=XBv5xqf-Wo4">https://www.youtube.com/watch?v=XBv5xqf-Wo4</a></p> <p><b>Watch this video: Electrical Safety Basics</b>  Introduces basic electrical risks and how to stay safe around electrical equipment.  Link: <a href="https://www.youtube.com/watch?v=jE3Z4SpZ0Jw">https://www.youtube.com/watch?v=jE3Z4SpZ0Jw</a></p> <p><b>Watch this video: Slips, Trips, and Falls</b>  Shows how simple hazards like clutter and wet floors can cause serious injuries.  Link: <a href="https://www.youtube.com/watch?v=JpV7PdnZTkA">https://www.youtube.com/watch?v=JpV7PdnZTkA</a></p> <p><b>Watch this video: Stress as a Hazard</b>  Explains how stress and fatigue can lead to unsafe behavior and poor decisions.  Link: <a href="https://www.youtube.com/watch?v=J3g0tF01YfQ">https://www.youtube.com/watch?v=J3g0tF01YfQ</a></p> <p><b>Free Safety Handbook (PDF)</b>  This free handbook introduces basic hazard awareness concepts used in workplaces.  Link: <a href="https://www.hse.gov.uk/pubns/indg163.pdf">https://www.hse.gov.uk/pubns/indg163.pdf</a></p> <p>In summary, hazard awareness is about staying alert, thinking ahead, and responding quickly. When trainees are aware of hazards and report them responsibly, they create a safe, efficient, and supportive learning environment.</p>
<b>LU 1.1.4: Emergency Preparedness</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of staying calm during emergencies.</li> <li>• Identify exits, safe areas, and emergency equipment in the training environment.</li> <li>• Follow trainer/supervisor guidance during emergencies.</li> </ul>	<p>Emergency preparedness is the ability to respond quickly, calmly, and effectively when an unexpected situation occurs. In any training environment—whether it is a computer lab, classroom, or office—emergencies such as fire, electrical failure, medical issues, or equipment malfunction can happen without warning. Being prepared helps prevent panic, reduces harm, and ensures everyone’s safety.</p> <p>Staying calm during emergencies is the most important first step. Panic leads to confusion, poor decisions, and delays in evacuation. When trainees stay calm, they are able to think clearly, follow instructions, and move safely to designated areas. Calm behavior also encourages others to remain composed.</p>

	<ul style="list-style-type: none"> <li>• Demonstrate basic response steps in case of fire, electrical failure, or other incidents.</li> </ul>	<p>Every training room has specific exits, safe zones, and emergency equipment such as fire extinguishers, alarms, and first aid kits. Trainees should take a moment each day to observe their surroundings and note these locations. Knowing where to go and what tools are available can save valuable time in a real emergency.</p> <p>During any emergency, it is critical to follow the trainer's or supervisor's instructions. They are trained in safety procedures and know the correct steps to take. Whether it's evacuating the room, shutting down equipment, or assembling in a safe area, trainees should listen carefully and respond immediately.</p> <p>Preparedness also includes understanding how to respond to different types of incidents. In case of fire, trainees should avoid using lifts, move quickly toward exits, and never attempt to retrieve personal belongings. During electrical failures, trainees should stay seated, avoid touching wires or metal surfaces, and wait for instructions. If someone gets injured, trainees should not attempt advanced first aid but must inform the supervisor and call for help.</p> <p>Emergency preparedness is not just about reacting—it is about being aware, responsible, and proactive. A well-prepared trainee contributes to a safer training environment for everyone.</p> <p><b>Watch / Learn</b></p> <p>Safety in emergencies is best understood through real examples and demonstrations. The following free videos and resources provide clear guidance.</p> <ol style="list-style-type: none"> <li>1. "What to Do in an Emergency – Basic Safety Guide" <a href="https://www.youtube.com/watch?v=1LNDvGgVf2o">https://www.youtube.com/watch?v=1LNDvGgVf2o</a></li> <li>2. "Fire Safety and Evacuation Procedures" <a href="https://www.youtube.com/watch?v=BLjoWjCrDqg">https://www.youtube.com/watch?v=BLjoWjCrDqg</a></li> <li>3. "How to Use a Fire Extinguisher – PASS Method Explained" <a href="https://www.youtube.com/watch?v=IUojO1HvC8E">https://www.youtube.com/watch?v=IUojO1HvC8E</a></li> <li>4. "Electrical Safety Basics for Everyone" <a href="https://www.youtube.com/watch?v=Y8jzE7f2Jzk">https://www.youtube.com/watch?v=Y8jzE7f2Jzk</a></li> <li>5. "Emergency Preparedness Training – Workplace Safety" <a href="https://www.youtube.com/watch?v=6k6aYlKa1tY">https://www.youtube.com/watch?v=6k6aYlKa1tY</a></li> <li>6. Free course: "Emergency Preparedness Basics – Alison Online" <a href="https://alison.com/course/emergency-preparedness">https://alison.com/course/emergency-preparedness</a></li> </ol>
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**LU 1.1.5:  
Basic First Aid  
Awareness**

**Trainee will be able to:**

- Identify the location and importance of the first aid kit in the training environment.
- Provide simple care for minor injuries such as cuts, burns, or sprains.
- Recognize when and how to seek professional medical help.

Basic first aid awareness ensures that trainees can respond quickly and safely to minor injuries that may occur in a training or workplace environment. Even in computer labs or office-based settings, incidents such as small cuts, minor burns from equipment, headaches, or sprains can happen unexpectedly. Knowing how to handle these situations prevents complications and provides comfort until professional help arrives.

The first and most important step is knowing where the first aid kit is located. Every training room should have a clearly labeled kit that contains items such as bandages, antiseptic wipes, adhesive tape, burn cream, and gloves. Trainees should familiarize themselves with the kit's location on the first day of training. Understanding what is inside the kit helps trainees respond confidently and avoid unnecessary panic.

Basic care for minor injuries is simple but must be done correctly. Small cuts should be washed gently with clean water and covered with a bandage to prevent infection.

Minor burns can be cooled under clean running water for several minutes to reduce pain and swelling. Sprains require rest, elevation, and avoiding further strain. These small steps make a big difference in protecting the injured area and supporting quick recovery.

However, trainees must also recognize when a situation requires professional medical assistance. If the bleeding does not stop, the burn is large or severe, the person feels dizziness or weakness, or the injury involves electrical shock, immediate help must be sought. Trainees should never attempt advanced medical procedures. Instead, they should notify the trainer or supervisor, who will follow the appropriate emergency protocol.

Basic first aid awareness builds confidence and promotes a supportive learning environment. When trainees know how to respond calmly and appropriately, they help reduce risk, minimize harm, and maintain a safe atmosphere for everyone.

**Watch / Learn**

Below are useful, beginner-friendly videos and free resources for understanding basic first aid.

1. "Basic First Aid Skills Everyone Should Know"  
<https://www.youtube.com/watch?v=O0O-gwZKcYg>
2. "How to Treat Minor Cuts and Scrapes"  
<https://www.youtube.com/watch?v=9J1n0bW9Y2o>



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|  | <ol style="list-style-type: none"> <li>3. "First Aid for Minor Burns – Step by Step"<br/><a href="https://www.youtube.com/watch?v=R3X1AHzQ9dY">https://www.youtube.com/watch?v=R3X1AHzQ9dY</a></li> <li>4. "First Aid for Sprains and Strains"<br/><a href="https://www.youtube.com/watch?v=UqvZbFdn2KM">https://www.youtube.com/watch?v=UqvZbFdn2KM</a></li> <li>5. "When to Seek Medical Help – Basic Guide"<br/><a href="https://www.youtube.com/watch?v=aWI4JvPBDo4">https://www.youtube.com/watch?v=aWI4JvPBDo4</a></li> <li>6. Free course: "First Aid for Beginners – Alison Online"<br/><a href="https://alison.com/course/basic-first-aid">https://alison.com/course/basic-first-aid</a></li> </ol> |
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## Module 1.2: Digital Marketing Strategy & Fundamentals

**Objective:** Understand the foundations of digital marketing by exploring its ecosystem, funnels, channels, goals, and customer journey mapping for effective strategy building.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 1.2.1:</b> <b>Introduction to Digital Marketing and its Ecosystem</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Define digital marketing and explain its importance in today's world.</li> <li>Identify the main components of the digital marketing ecosystem.</li> <li>Describe how businesses use digital platforms to reach and engage audiences.</li> </ul>	<b>Understanding Digital Marketing and Its Ecosystem</b> Digital marketing is the practice of promoting products, services, or brands using digital channels such as websites, social media, email, search engines, and mobile apps. Unlike traditional marketing, digital marketing allows businesses to reach a wider audience, track results in real-time, and interact with customers directly. The <b>digital marketing ecosystem</b> includes all tools, platforms, and strategies that work together to create effective campaigns. Key components include: <ul style="list-style-type: none"> <li><b>Website &amp; Landing Pages:</b> The central hub for content, products, and conversions.</li> <li><b>Search Engine Optimization (SEO):</b> Optimizing content to appear in search results.</li> <li><b>Content Marketing:</b> Blogs, videos, infographics, and other content to educate and engage audiences.</li> <li><b>Social Media Marketing:</b> Platforms like Facebook, Instagram, LinkedIn, and Twitter to connect with audiences.</li> <li><b>Email Marketing:</b> Direct communication to nurture leads and maintain customer relationships.</li> </ul>

- **Paid Advertising:** Google Ads, social media ads, and display advertising to drive targeted traffic.
- **Analytics & Reporting:** Tools like Google Analytics to track performance and improve strategies.

Businesses use these channels to guide potential customers through the **customer journey**—from awareness to consideration, decision, and advocacy. Understanding how these components work together helps marketers design cohesive campaigns and achieve business goals.

#### **Practical Applications**

- Identify which digital channels are most relevant for a specific business or audience.
- Understand how each component contributes to lead generation, sales, and customer retention.
- Map the customer journey to plan touchpoints and content strategy.
- Analyze competitors' digital presence to inform strategy development.

#### **Helpful Free Videos / Online Resources**

- What is Digital Marketing? – YouTube  
<https://www.youtube.com/watch?v=0xueWmDPSac>
- Digital Marketing Ecosystem Explained – YouTube  
<https://www.youtube.com/watch?v=2x6rdMvzN38>
- Digital Marketing for Beginners – Free Course by Google Digital Garage  
<https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>
- Introduction to Digital Marketing – HubSpot Academy  
<https://academy.hubspot.com/courses/digital-marketing>

#### **Summary**

This learning unit introduces trainees to digital marketing and its ecosystem, emphasizing the interconnected nature of channels, tools, and strategies. Understanding this foundation enables marketers to plan campaigns, engage audiences, and achieve measurable business outcomes.

**LU 1.2.2:  
Marketing  
Funnel,**

**Trainee will be able to:**

- Explain the concept of the marketing funnel and its stages.

**Understanding the Marketing Funnel**

<b>Channels, and Goals</b>	<ul style="list-style-type: none"> <li>• Identify different digital marketing channels used at each funnel stage.</li> <li>• Describe how to set clear and measurable marketing goals.</li> </ul>	<p>The <b>marketing funnel</b> represents the stages a potential customer goes through before making a purchase or taking a desired action. It helps businesses structure their marketing efforts and deliver the right message at the right time.</p> <p><b>Main stages of the funnel:</b></p> <ol style="list-style-type: none"> <li>1. <b>Awareness:</b> The audience becomes aware of a product, service, or brand. <ul style="list-style-type: none"> <li>◦ Channels: Social media ads, SEO, blog content, YouTube videos.</li> </ul> </li> <li>2. <b>Interest:</b> The audience shows interest and seeks more information. <ul style="list-style-type: none"> <li>◦ Channels: Email newsletters, website content, social media posts, webinars.</li> </ul> </li> <li>3. <b>Consideration:</b> Prospects evaluate options and compare solutions. <ul style="list-style-type: none"> <li>◦ Channels: Case studies, product demos, free trials, remarketing ads.</li> </ul> </li> <li>4. <b>Decision / Conversion:</b> The prospect takes action (purchase, sign-up, inquiry). <ul style="list-style-type: none"> <li>◦ Channels: Landing pages, checkout forms, targeted ads, email campaigns.</li> </ul> </li> <li>5. <b>Retention / Advocacy:</b> Encouraging repeat business and turning customers into brand advocates. <ul style="list-style-type: none"> <li>◦ Channels: Loyalty programs, email follow-ups, social engagement, reviews.</li> </ul> </li> </ol> <p><b>Digital Marketing Channels</b></p> <p>Digital marketers use a variety of channels to move prospects through the funnel:</p> <ul style="list-style-type: none"> <li>• <b>SEO (Search Engine Optimization):</b> Drives organic traffic and builds awareness.</li> <li>• <b>Social Media Marketing:</b> Engages audiences, shares content, and nurtures interest.</li> <li>• <b>Email Marketing:</b> Nurtures leads, delivers offers, and retains customers.</li> <li>• <b>Paid Advertising (PPC):</b> Targets specific audiences at different funnel stages.</li> <li>• <b>Content Marketing:</b> Educates, informs, and builds trust with potential customers.</li> </ul> <p><b>Setting Marketing Goals</b></p> <p>Effective marketing requires clear, measurable goals. Goals should follow the <b>SMART framework</b>:</p> <ul style="list-style-type: none"> <li>• <b>Specific:</b> Clearly define what you want to achieve.</li> <li>• <b>Measurable:</b> Track progress with metrics like traffic, leads, or sales.</li> </ul>
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- **Achievable:** Ensure goals are realistic given your resources.
- **Relevant:** Align goals with overall business objectives.
- **Time-bound:** Set deadlines to evaluate success.

Examples of marketing goals:

- Increase website traffic by 20% in 3 months.
- Generate 50 qualified leads per month through social media campaigns.
- Improve email open rates by 15% within 6 weeks.

#### **Practical Applications**

- Map your business goals to funnel stages.
- Select the most effective channels for each stage.
- Measure progress using KPIs (Key Performance Indicators).
- Adjust strategies based on performance to maximize conversions.

#### **Helpful Free Videos / Online Resources**

- What is a Marketing Funnel? – YouTube  
<https://www.youtube.com/watch?v=0DH3nY7FzNs>
- Digital Marketing Channels Explained – YouTube  
<https://www.youtube.com/watch?v=knJnh7LgGx0>
- Setting Marketing Goals – HubSpot Academy  
<https://academy.hubspot.com/courses/marketing-goals>
- Free Digital Marketing Fundamentals Course – Google Digital Garage  
<https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

#### **Summary**

This learning unit helps trainees understand how the marketing funnel guides prospects from awareness to conversion, how digital channels support each stage, and how clear, measurable goals improve campaign effectiveness. Mastery of these concepts allows marketers to design strategic campaigns with predictable outcomes.

### **LU 1.2.3: Understanding Buyer Personas & Customer Journeys**

#### **Trainee will be able to:**

- Define a buyer persona and explain its importance in digital marketing.
- Identify key elements used to build buyer personas.

#### **Understanding Buyer Personas**

A **buyer persona** is a semi-fictional representation of an ideal customer based on research, data, and insights. Creating personas helps marketers understand their audience, tailor messages, and deliver relevant content.

#### **Key elements of a buyer persona:**

- **Demographics:** Age, gender, location, education, occupation.

	<ul style="list-style-type: none"> <li>Describe the stages of a customer journey and how they relate to marketing strategies.</li> </ul> <ul style="list-style-type: none"> <li><b>Behavioral Traits:</b> Buying habits, product preferences, technology usage.</li> <li><b>Goals &amp; Challenges:</b> What the customer wants to achieve and obstacles they face.</li> <li><b>Pain Points:</b> Problems or frustrations that your product/service can solve.</li> <li><b>Motivations &amp; Values:</b> What drives decision-making and loyalty.</li> </ul> <p>By understanding these elements, businesses can target marketing messages more effectively and improve engagement and conversions.</p> <p><b>Understanding Customer Journeys</b></p> <p>The <b>customer journey</b> maps the steps a prospect takes from discovering a brand to becoming a loyal customer. Understanding this journey helps marketers deliver the right message at the right time.</p> <p><b>Stages of the Customer Journey:</b></p> <ol style="list-style-type: none"> <li><b>Awareness:</b> The customer realizes a need or problem. Marketing focus: informative content, ads, SEO.</li> <li><b>Consideration:</b> The customer evaluates options. Marketing focus: case studies, product comparisons, demos.</li> <li><b>Decision / Conversion:</b> The customer chooses a solution. Marketing focus: offers, landing pages, retargeting ads.</li> <li><b>Retention / Advocacy:</b> The customer continues engagement and recommends the brand. Marketing focus: email follow-ups, loyalty programs, social engagement.</li> </ol> <p>Mapping buyer personas to the customer journey ensures that content and campaigns are personalized and effective at each stage.</p> <p><b>Practical Applications</b></p> <ul style="list-style-type: none"> <li>Create at least one buyer persona for a target audience.</li> <li>Identify how each persona interacts with different marketing channels.</li> <li>Map content and campaigns to each stage of the customer journey.</li> <li>Adjust strategies based on feedback and analytics to improve engagement.</li> </ul> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>What is a Buyer Persona? – YouTube  <a href="https://www.youtube.com/watch?v=Zz3eB2gGfqQ">https://www.youtube.com/watch?v=Zz3eB2gGfqQ</a></li> <li>Customer Journey Mapping Explained – YouTube  <a href="https://www.youtube.com/watch?v=74KJ8JfCqgU">https://www.youtube.com/watch?v=74KJ8JfCqgU</a></li> </ul>
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		<ul style="list-style-type: none"> <li>• Free Course: Build Buyer Personas – HubSpot Academy <a href="https://academy.hubspot.com/courses/buyer-persona">https://academy.hubspot.com/courses/buyer-persona</a></li> <li>• Customer Journey Mapping Basics – Google Digital Garage <a href="https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing">https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing</a></li> </ul> <p><b>Summary</b> This learning unit teaches trainees how to create detailed buyer personas and map customer journeys. By understanding the audience and the steps they take toward purchasing, marketers can design strategies that improve engagement, conversions, and long-term customer loyalty.</p>
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## Module 2: Content, SEO, and Google Tools

**Objective:** Learn to create SEO-friendly content, perform keyword research, optimize with tags and links, and use Google tools like My Business and Analytics for visibility and insights.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 2.1:</b> <b>Keyword Research</b> <b>(Ubersuggest, Google Trends)</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Explain what keyword research is and why it is important for digital marketing.</li> <li>• Use Ubersuggest and Google Trends to identify relevant keywords.</li> <li>• Analyze keyword data (volume, competition, trends) to make marketing decisions.</li> </ul>	<b>Understanding Keyword Research</b> <b>Keyword research</b> is the process of identifying the words and phrases that people use to search for information, products, or services online. It is a foundational step in SEO and content marketing because it helps businesses reach the right audience and improve visibility on search engines. <b>Why keyword research matters:</b> <ul style="list-style-type: none"> <li>• Connects your content with audience intent.</li> <li>• Helps improve search engine rankings.</li> <li>• Guides content planning and marketing strategies.</li> <li>• Provides insights into trends and competitor strategies.</li> </ul> <b>Types of Keywords:</b> <ul style="list-style-type: none"> <li>• <b>Short-tail keywords:</b> Broad terms (e.g., “digital marketing”) with high search volume but more competition.</li> <li>• <b>Long-tail keywords:</b> Specific phrases (e.g., “digital marketing tips for small businesses”) with lower competition and higher conversion potential.</li> <li>• <b>Local keywords:</b> Terms including location (e.g., “SEO services in Peshawar”) for location-based targeting.</li> </ul>

## **Tools for Keyword Research**

### **1. Ubersuggest**

- Offers keyword suggestions, search volume, competition data, and trend insights.
- Helps identify high-potential keywords for content creation.

### **2. Google Trends**

- Shows the popularity of keywords over time and regional interest.
- Helps detect seasonal trends and emerging topics.

## **Steps for Effective Keyword Research:**

1. Brainstorm initial ideas relevant to your business or content topic.
2. Enter ideas into Ubersuggest or Google Trends to get keyword suggestions.
3. Analyze search volume, competition, and seasonal trends.
4. Select keywords that align with your marketing goals.
5. Group keywords by intent: informational, navigational, transactional.

## **Practical Applications**

- Identify 5–10 keywords for a specific campaign or content piece.
- Compare keywords using search volume and competition metrics.
- Prioritize long-tail and local keywords to improve SEO performance.
- Update keyword lists periodically to reflect current trends and audience behavior.

## **Helpful Free Videos / Online Resources**

- Keyword Research Tutorial – Ubersuggest & Google Trends – YouTube  
<https://www.youtube.com/watch?v=0s4rX6xXl4I>
- How to Do Keyword Research for SEO – YouTube  
<https://www.youtube.com/watch?v=8w9KfOZk3xg>
- Free Course: Keyword Research for Beginners – SEMrush Academy  
<https://www.semrush.com/academy/courses/keyword-research-course>
- Google Trends Guide – Google Support  
<https://support.google.com/trends>

## **Summary**

Keyword research allows marketers to understand what their audience is searching for and create content that matches their intent. By using tools like Ubersuggest and

		Google Trends, trainees can select high-potential keywords, optimize content effectively, and improve online visibility for better engagement and conversions.
<b>LU 2.2: SEO Content Writing, Tags, and Linking</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the role of SEO content writing in digital marketing.</li> <li>• Use keywords naturally within content for better search ranking.</li> <li>• Apply on-page SEO techniques: title tags, meta descriptions, header tags.</li> <li>• Understand internal and external linking strategies.</li> </ul>	<p><b>Understanding SEO Content Writing</b></p> <p>SEO (Search Engine Optimization) content writing is the process of creating content that is both engaging for readers and optimized for search engines. Well-optimized content helps websites rank higher in search results, attract relevant traffic, and improve visibility.</p> <p><b>Key Principles:</b></p> <ul style="list-style-type: none"> <li>• <b>Keyword Integration:</b> Use researched keywords naturally within headings, paragraphs, and metadata. Avoid “keyword stuffing.”</li> <li>• <b>User-Focused Writing:</b> Content should address the audience’s questions, needs, or problems.</li> <li>• <b>Content Structure:</b> Organize information using headings (H1, H2, H3), bullet points, and short paragraphs for readability.</li> <li>• <b>Originality:</b> Ensure content is unique and provides value compared to competitors.</li> </ul> <p><b>On-Page SEO Techniques</b></p> <ol style="list-style-type: none"> <li>1. <b>Title Tags</b> <ul style="list-style-type: none"> <li>◦ Appear as clickable headlines in search results.</li> <li>◦ Include main keywords and keep under 60 characters.</li> </ul> </li> <li>2. <b>Meta Descriptions</b> <ul style="list-style-type: none"> <li>◦ Provide a short summary of the page content (150–160 characters).</li> <li>◦ Include relevant keywords to improve click-through rates.</li> </ul> </li> <li>3. <b>Header Tags (H1, H2, H3)</b> <ul style="list-style-type: none"> <li>◦ Use headers to structure content hierarchically.</li> <li>◦ H1 for main title, H2 for main sections, H3 for subsections.</li> </ul> </li> </ol> <p><b>Linking Strategies</b></p> <ul style="list-style-type: none"> <li>• <b>Internal Links:</b> Connect pages within your own website to improve navigation and distribute SEO value.</li> <li>• <b>External Links:</b> Link to authoritative, relevant websites to provide additional context and credibility.</li> </ul>



		<ul style="list-style-type: none"> <li>• <b>Anchor Text:</b> Use descriptive text for links to help search engines understand the link's purpose.</li> </ul> <p><b>Practical Applications</b></p> <ul style="list-style-type: none"> <li>• Create an SEO-optimized blog post or product page.</li> <li>• Include keywords in the title, headings, and first 100 words of content.</li> <li>• Add internal links to related pages and external links to authoritative sources.</li> <li>• Write meta descriptions that summarize content and include keywords.</li> </ul> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>• SEO Content Writing Tips for Beginners – YouTube <a href="https://www.youtube.com/watch?v=lpzvTi6uYHq">https://www.youtube.com/watch?v=lpzvTi6uYHq</a></li> <li>• On-Page SEO Basics – YouTube <a href="https://www.youtube.com/watch?v=GHRMx6szIMk">https://www.youtube.com/watch?v=GHRMx6szIMk</a></li> <li>• Free Course: SEO Training Course – HubSpot Academy <a href="https://academy.hubspot.com/courses/seo-training">https://academy.hubspot.com/courses/seo-training</a></li> <li>• Google SEO Starter Guide – Google Search Central <a href="https://developers.google.com/search/docs/beginner/seo-starter-guide">https://developers.google.com/search/docs/beginner/seo-starter-guide</a></li> </ul> <p><b>Summary</b> SEO content writing combines creativity with strategic optimization. Trainees learn to create valuable content that ranks higher in search results, incorporates keywords naturally, uses proper tags, and applies effective linking strategies. Mastery of these techniques improves website visibility, drives targeted traffic, and supports overall digital marketing goals.</p>
<b>LU 2.3: Google My Business, Analytics Overview</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the purpose of Google My Business (GMB) for local visibility.</li> <li>• Create and optimize a Google My Business profile.</li> <li>• Understand the basics of Google Analytics and how it tracks user activity.</li> </ul>	<p><b>Google My Business (GMB) Overview</b> Google My Business is a free tool that allows businesses to manage their online presence across Google, including Search and Maps. A well-optimized GMB profile improves local visibility and helps potential customers find your business easily.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>• <b>Business Information:</b> Name, address, phone number, website.</li> <li>• <b>Business Hours:</b> Accurate opening and closing times.</li> <li>• <b>Photos &amp; Posts:</b> Showcase products, services, and updates.</li> <li>• <b>Reviews &amp; Ratings:</b> Collect and respond to customer feedback.</li> </ul> <p><b>Best Practices:</b></p>

	<ul style="list-style-type: none"> <li>• Interpret key performance indicators (KPIs) such as traffic, bounce rate, and conversions.</li> </ul> <ul style="list-style-type: none"> <li>• Keep business information accurate and up-to-date.</li> <li>• Add high-quality images and videos.</li> <li>• Use posts to promote offers, events, or announcements.</li> <li>• Encourage satisfied customers to leave reviews.</li> </ul> <p><b>Google Analytics Overview</b>  Google Analytics is a powerful tool to measure website performance, understand user behavior, and make data-driven marketing decisions.</p> <p><b>Core Concepts:</b></p> <ul style="list-style-type: none"> <li>• <b>Traffic:</b> The number of visitors to your website.</li> <li>• <b>Bounce Rate:</b> Percentage of visitors who leave after viewing one page.</li> <li>• <b>Conversions:</b> Completed goals, such as purchases, sign-ups, or downloads.</li> <li>• <b>Audience Insights:</b> Information about visitor demographics, devices, and locations.</li> </ul> <p><b>Practical Applications:</b></p> <ul style="list-style-type: none"> <li>• Track how visitors reach your site (organic search, social media, email).</li> <li>• Identify high-performing content and pages.</li> <li>• Monitor trends and seasonal changes in traffic.</li> <li>• Make improvements to enhance user experience and increase conversions.</li> </ul> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>• Google My Business Tutorial – YouTube  <a href="https://www.youtube.com/watch?v=3W9xwuewM5I">https://www.youtube.com/watch?v=3W9xwuewM5I</a></li> <li>• Google Analytics for Beginners – YouTube  <a href="https://www.youtube.com/watch?v=QSP7UdZsEok">https://www.youtube.com/watch?v=QSP7UdZsEok</a></li> <li>• Free Course: Google Analytics Academy – Google  <a href="https://analytics.google.com/analytics/academy/">https://analytics.google.com/analytics/academy/</a></li> <li>• Free Guide: How to Optimize Google My Business – HubSpot  <a href="https://blog.hubspot.com/marketing/google-my-business-guide">https://blog.hubspot.com/marketing/google-my-business-guide</a></li> </ul> <p><b>Summary</b>  Google My Business and Google Analytics are essential tools for improving online visibility and understanding user behavior. Trainees learn to create and optimize GMB profiles to attract local customers, and use Google Analytics to track website performance, interpret KPIs, and make data-driven marketing decisions. Mastery of</p>
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		these tools strengthens a business's digital presence and supports strategic marketing efforts.
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### **Module 3:** Paid Advertising with Google & Meta

**Objective:** Develop skills to plan, set up, and manage paid advertising campaigns on Google, Facebook, and Instagram, with a focus on budgeting, targeting, and retargeting for maximum ROI.

<b>Learning Unit</b>	<b>Learning Outcomes</b>	<b>Handouts/ Learning Materials</b>
<b>LU 3.1:</b> <b>Setting up Google Ads Campaigns (Search, Display)</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Explain the purpose of Google Ads and its role in digital marketing.</li> <li>• Differentiate between Search Ads and Display Ads.</li> <li>• Create a basic Google Ads campaign (Search &amp; Display).</li> <li>• Select target audience, budget, and keywords effectively.</li> </ul>	<b>Introduction to Google Ads</b> Google Ads is an online advertising platform that allows businesses to promote products or services on Google Search, YouTube, and across partner websites. Paid advertising helps reach the right audience quickly, drive traffic, and generate leads or sales. <b>Types of Ads:</b> <ul style="list-style-type: none"> <li>• <b>Search Ads:</b> Appear on Google search results when users enter specific keywords. They are intent-driven and often generate immediate leads.</li> <li>• <b>Display Ads:</b> Visual banner ads displayed on websites, YouTube, and apps within Google's Display Network. Great for brand awareness and retargeting.</li> </ul> <b>Key Components of a Campaign:</b> <ol style="list-style-type: none"> <li>1. <b>Campaign Objective:</b> Decide whether the goal is to increase traffic, leads, sales, or brand awareness.</li> <li>2. <b>Target Audience:</b> Select demographics, locations, devices, interests, and behavior to reach the right people.</li> <li>3. <b>Budget &amp; Bidding:</b> Set a daily or monthly budget and choose bidding strategy (e.g., cost-per-click, cost-per-impression).</li> <li>4. <b>Keywords &amp; Ad Copy:</b> Research keywords for search campaigns and write compelling ads. For display campaigns, design visual creatives.</li> <li>5. <b>Monitoring &amp; Optimization:</b> Track performance regularly and adjust bids, targeting, and ad creatives for better ROI.</li> </ol> <b>Helpful Free Videos / Online Resources</b> <ul style="list-style-type: none"> <li>• Google Ads Tutorial for Beginners – YouTube  <a href="https://www.youtube.com/watch?v=ZzjmrSqD3hM">https://www.youtube.com/watch?v=ZzjmrSqD3hM</a> </li> </ul>

		<ul style="list-style-type: none"> <li>• How to Set Up a Google Display Campaign – YouTube <a href="https://www.youtube.com/watch?v=XUlwxF7iXnM">https://www.youtube.com/watch?v=XUlwxF7iXnM</a></li> <li>• Free Course: Google Skillshop – Google Ads Fundamentals <a href="https://skillshop.exceedlms.com/student/catalog">https://skillshop.exceedlms.com/student/catalog</a></li> <li>• Guide: Beginner’s Guide to Google Ads – HubSpot <a href="https://blog.hubspot.com/marketing/google-ads-guide">https://blog.hubspot.com/marketing/google-ads-guide</a></li> </ul> <p><b>Summary</b> Google Ads campaigns allow businesses to reach customers through search intent or display visuals. Trainees learn to set up basic Search and Display campaigns, choose the right audience, define budgets, and select relevant keywords. Mastery of Google Ads enables effective paid advertising, improves visibility, and drives measurable marketing results.</p>
<b>LU 3.2: Facebook &amp; Instagram Ads</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of Facebook &amp; Instagram Ads in social media marketing.</li> <li>• Identify different ad formats available on both platforms.</li> <li>• Create and manage a basic ad campaign using Meta Ads Manager.</li> <li>• Define targeting options: demographics, interests, and custom audiences.</li> </ul>	<p><b>Introduction to Facebook &amp; Instagram Ads</b> Facebook and Instagram Ads are paid social media campaigns that help businesses reach specific audiences based on demographics, interests, and behaviors. They are part of the Meta Ads ecosystem and allow brands to increase engagement, website visits, conversions, and brand awareness.</p> <p><b>Ad Formats:</b></p> <ul style="list-style-type: none"> <li>• <b>Image Ads:</b> Single visuals with a caption and CTA (call-to-action).</li> <li>• <b>Video Ads:</b> Short or long videos to showcase products or services.</li> <li>• <b>Carousel Ads:</b> Multiple images or videos that users can swipe through.</li> <li>• <b>Story Ads:</b> Full-screen vertical ads appearing in Stories.</li> <li>• <b>Collection Ads:</b> Showcases products with a cover image or video plus multiple items below.</li> </ul> <p><b>Key Components of a Campaign:</b></p> <ol style="list-style-type: none"> <li>1. <b>Campaign Objective:</b> Choose objectives like Traffic, Engagement, Conversions, Lead Generation, or Brand Awareness.</li> <li>2. <b>Ad Set:</b> Set audience targeting, placements (Facebook, Instagram, Audience Network), and budget.</li> <li>3. <b>Targeting Options:</b> <ul style="list-style-type: none"> <li>○ Demographics: Age, gender, location</li> <li>○ Interests &amp; Behaviors: Pages liked, hobbies, purchasing habits</li> </ul> </li> </ol>

		<ul style="list-style-type: none"> <li>○ Custom Audiences: Upload email lists or retarget website visitors</li> </ul> <ol style="list-style-type: none"> <li>4. <b>Ad Creation:</b> Choose format, media (images/videos), copy, headline, and CTA.</li> <li>5. <b>Monitoring &amp; Optimization:</b> Track results using Ads Manager; optimize based on engagement, click-through rate (CTR), or conversion metrics.</li> </ol> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>• Facebook Ads Tutorial for Beginners – YouTube <a href="https://www.youtube.com/watch?v=ie2jZ1YVhbQ">https://www.youtube.com/watch?v=ie2jZ1YVhbQ</a></li> <li>• Instagram Ads Complete Guide – YouTube <a href="https://www.youtube.com/watch?v=PuLtfLhkMkg">https://www.youtube.com/watch?v=PuLtfLhkMkg</a></li> <li>• Free Course: Meta Blueprint – Facebook &amp; Instagram Ads Fundamentals <a href="https://www.facebook.com/business/learn">https://www.facebook.com/business/learn</a></li> <li>• Guide: Beginner’s Guide to Instagram &amp; Facebook Advertising – HubSpot <a href="https://blog.hubspot.com/marketing/facebook-ads-guide">https://blog.hubspot.com/marketing/facebook-ads-guide</a></li> </ul> <p><b>Summary</b> Facebook and Instagram Ads enable precise targeting of audiences on social media. Trainees learn to set up basic campaigns, select appropriate ad formats, define audiences, and optimize campaigns for maximum results. Understanding these platforms equips learners to drive engagement, conversions, and measurable business outcomes through paid social advertising.</p>
<b>LU 3.3: Ads Budgeting, Targeting, Retargeting</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain how budgeting works in digital advertising campaigns.</li> <li>• Identify different targeting strategies for reaching audiences.</li> <li>• Understand retargeting and its importance in digital marketing.</li> <li>• Create a simple budget and targeting plan for an ad campaign.</li> </ul>	<p><b>Introduction to Ads Budgeting, Targeting, and Retargeting</b> Budgeting, targeting, and retargeting are crucial for running effective paid campaigns. Proper planning ensures that ads reach the right audience without overspending and maximize return on investment (ROI).</p> <p><b>Ads Budgeting:</b></p> <ul style="list-style-type: none"> <li>• <b>Daily Budget:</b> The amount spent per day on an ad campaign.</li> <li>• <b>Lifetime Budget:</b> Total budget allocated for the campaign duration.</li> <li>• <b>Bid Strategy:</b> How you pay for clicks or impressions (manual or automated bidding).</li> <li>• <b>Optimization:</b> Allocate more budget to ads performing better to improve ROI.</li> </ul> <p><b>Targeting Strategies:</b></p> <ul style="list-style-type: none"> <li>• <b>Demographic Targeting:</b> Age, gender, location, language.</li> <li>• <b>Interest Targeting:</b> Hobbies, pages liked, online behavior.</li> </ul>

- **Behavioral Targeting:** Purchase behavior, device usage, travel habits.
- **Custom Audiences:** Upload existing customer lists or website visitors for direct engagement.
- **Lookalike Audiences:** Target users similar to your best customers.

#### **Retargeting:**

- **Definition:** Showing ads to people who have already interacted with your brand (website visits, social media engagement, or prior ads).
- **Importance:** Increases conversion rates by reminding potential customers about products or services.
- **Tools:** Meta Pixel, Google Ads remarketing, and email lists for retargeting campaigns.

#### **Creating a Simple Budget and Targeting Plan:**

1. Define the campaign objective (e.g., website visits, conversions).
2. Determine target audience (demographics, interests, behaviors).
3. Set a daily or lifetime budget.
4. Choose placements (Facebook, Instagram, or both).
5. Schedule campaign duration.
6. Monitor performance and adjust budget or targeting as needed.

#### **Helpful Free Videos / Online Resources**

- Facebook & Instagram Ads Budgeting Tutorial – YouTube  
<https://www.youtube.com/watch?v=E2MIJvEmhrc>
- Retargeting Explained – YouTube  
[https://www.youtube.com/watch?v=9sC\\_2PRuKxU](https://www.youtube.com/watch?v=9sC_2PRuKxU)
- Free Course: Meta Blueprint – Ads Targeting & Retargeting  
<https://www.facebook.com/business/learn>
- Beginner's Guide to Digital Advertising Budgets – HubSpot  
<https://blog.hubspot.com/marketing/facebook-ads-budget>

#### **Summary**

Budgeting, targeting, and retargeting are essential skills for effective digital advertising. Trainees learn how to allocate budgets efficiently, define and reach the right audiences, and re-engage users to maximize conversions. These strategies ensure campaigns are cost-effective, goal-oriented, and produce measurable results.

**Module 4: Social Media Marketing & Design Tools**

**Objective:** Gain expertise in social media marketing by optimizing platforms, planning and designing content with Canva, and managing campaigns through content calendars and schedules.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 4.1:</b> <b>Social Media Platforms &amp; Optimization (Facebook, Insta, LinkedIn)</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"><li>• Explain the role of Facebook, Instagram, and LinkedIn in digital marketing.</li><li>• Compare features and audiences of the three platforms.</li><li>• Demonstrate how to optimize business profiles/pages for better engagement.</li><li>• Apply basic strategies to improve visibility and professionalism across platforms.</li></ul>	<b>Introduction to Social Media Platforms and Optimization</b> <p>Social media platforms are vital tools for businesses to connect with audiences, build brand awareness, and drive engagement. Each platform offers unique features and attracts different user demographics, so understanding how to use them effectively is key.</p> <b>Facebook:</b> <ul style="list-style-type: none"><li>• Ideal for community building and broad audience reach.</li><li>• Features include business pages, groups, ads, events, and insights.</li><li>• Allows both organic and paid reach for campaigns.</li></ul> <b>Instagram:</b> <ul style="list-style-type: none"><li>• Focused on visual content (images, videos, stories, reels).</li><li>• Best for brand storytelling, product showcasing, and influencer marketing.</li><li>• Features include posts, stories, reels, IGTV, and shopping integration.</li></ul> <b>LinkedIn:</b> <ul style="list-style-type: none"><li>• Professional networking platform for B2B marketing.</li><li>• Useful for sharing industry insights, thought leadership, and recruitment.</li><li>• Features include company pages, posts, articles, and LinkedIn Ads.</li></ul> <b>Profile/Page Optimization:</b> <ol style="list-style-type: none"><li>1. <b>Profile Picture &amp; Cover Photo:</b> Use clear, high-quality brand logos or visuals.</li><li>2. <b>Bio/About Section:</b> Write concise, engaging descriptions including keywords.</li><li>3. <b>Contact Information:</b> Ensure email, phone, website, and location are updated.</li><li>4. <b>Consistency:</b> Keep brand colors, fonts, and style uniform across platforms.</li><li>5. <b>Regular Posting:</b> Schedule content to maintain activity and engagement.</li><li>6. <b>Engagement:</b> Respond to comments/messages promptly to build trust.</li></ol> <b>Improving Visibility and Professionalism:</b> <ul style="list-style-type: none"><li>• Use platform insights to understand audience behavior and peak engagement times.</li><li>• Leverage hashtags strategically (Instagram, LinkedIn).</li></ul>

- Encourage user-generated content and reviews.
- Maintain a clean and professional visual identity in all posts.

#### **Helpful Free Videos / Online Resources**

- Facebook Business Profile Optimization – YouTube  
<https://www.youtube.com/watch?v=Wt4QmJhUqKk>
- Instagram for Business: Profile Tips – YouTube  
<https://www.youtube.com/watch?v=R3zKxYV6nBo>
- LinkedIn Company Page Optimization – YouTube  
<https://www.youtube.com/watch?v=x7CvVYv5ZgY>
- Free Course: Social Media Marketing Foundations – LinkedIn Learning  
<https://www.linkedin.com/learning/social-media-marketing-foundations>
- Free Guide: Canva for Social Media Content  
<https://www.canva.com/learn/social-media-content/>
- Social Media Optimization for Beginners – YouTube  
<https://www.youtube.com/watch?v=NW-7QhW1n0k>
- Facebook Page Optimization Tutorial – YouTube  
<https://www.youtube.com/watch?v=U1dFNVf1K5c>
- Instagram Marketing for Beginners – YouTube  
<https://www.youtube.com/watch?v=ZsZ3e8rP2cM>
- LinkedIn Marketing Basics – YouTube  
<https://www.youtube.com/watch?v=LTXm2Kn0R5E>
- Free Course: Social Media Marketing – HubSpot Academy  
<https://academy.hubspot.com/courses/social-media>

#### **Summary**

Optimizing social media profiles and understanding each platform's audience is the foundation of effective social media marketing. By setting up professional pages, posting strategically, and engaging with followers, trainees can increase visibility, build credibility, and create meaningful connections with their target audience.

#### **LU 4.2: Content Planning &**

##### **Trainee will be able to:**

- Explain the importance of content planning in social media marketing.

#### **Introduction to Content Planning & Post Design**

Content planning is a crucial step in social media marketing. It ensures that posts are consistent, relevant, and aligned with brand goals. Without a plan, content may be irregular, unfocused, or ineffective in engaging the audience.



## **Post Design with Canva**

- Develop a simple content calendar for consistent posting.
- Design engaging social media posts using Canva.
- Apply branding principles (colors, fonts, logo) to post design.

### **Creating a Content Calendar:**

- A content calendar is a schedule that outlines what content will be posted, when, and on which platform.
- Include key dates, events, promotions, and campaigns.
- Plan post types (images, videos, carousels, stories) according to platform best practices.
- Maintain balance between promotional, educational, and engaging content.

### **Designing Posts with Canva:**

- Canva is an easy-to-use design tool that allows users to create professional-looking posts without prior graphic design experience.
- Choose templates that fit the platform and campaign type.
- Customize colors, fonts, and logos to maintain brand consistency.
- Use high-quality images, readable text, and clear call-to-actions.
- Ensure visual hierarchy: main message first, secondary details next.

### **Branding Principles in Post Design:**

- **Colors:** Use brand colors consistently to reinforce identity.
- **Fonts:** Choose readable fonts and maintain hierarchy for headings, subheadings, and body text.
- **Logo:** Include the logo subtly but visibly on each post to enhance brand recognition.

### **Tips for Engagement:**

- Keep captions concise and engaging.
- Use hashtags relevant to your target audience.
- Include interactive elements like polls, questions, or links when appropriate.
- Schedule posts at times when your audience is most active.

### **Helpful Free Videos / Online Resources**

- How to Plan Social Media Content – YouTube  
<https://www.youtube.com/watch?v=jcYjvHqzDkE>
- Canva Tutorial for Beginners – YouTube  
<https://www.youtube.com/watch?v=7b3a9hJDWno>
- Social Media Content Calendar Guide – HubSpot Blog  
<https://blog.hubspot.com/marketing/social-media-content-calendar>

		<ul style="list-style-type: none"> <li>• Free Canva Design Course – Canva Design School <a href="https://www.canva.com/learn/design-school/">https://www.canva.com/learn/design-school/</a></li> <li>• Social Media Post Design Tips – YouTube <a href="https://www.youtube.com/watch?v=kP6RLtLChqE">https://www.youtube.com/watch?v=kP6RLtLChqE</a></li> </ul> <p><b>Summary</b> Content planning and design are essential to maintain consistency, engagement, and brand identity on social media. By creating a content calendar and designing posts with Canva while following branding principles, trainees can produce visually appealing and strategically effective social media content that resonates with the audience.</p>
<b>LU 4.3: Creating a Content Calendar &amp; Post Schedule</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the purpose of a content calendar in social media marketing.</li> <li>• Plan a structured posting schedule across multiple platforms.</li> <li>• Align content with marketing goals, campaigns, and special events.</li> <li>• Demonstrate how to create and maintain a content calendar using simple tools (Excel, Google Sheets, or Canva's planner).</li> </ul>	<p><b>Introduction to Content Calendars &amp; Post Scheduling</b> A content calendar is a central tool for organizing social media posts in advance. It allows marketers to plan, track, and maintain a consistent posting schedule while aligning content with campaigns, promotions, and audience engagement strategies.</p> <p><b>Purpose of a Content Calendar:</b></p> <ul style="list-style-type: none"> <li>• Provides an overview of upcoming content and campaigns.</li> <li>• Helps maintain regular posting and avoid last-minute content creation.</li> <li>• Ensures content aligns with marketing objectives, product launches, or events.</li> <li>• Allows coordination across multiple platforms and team members.</li> </ul> <p><b>Planning a Posting Schedule:</b></p> <ul style="list-style-type: none"> <li>• Determine the frequency of posts for each platform based on audience activity and engagement.</li> <li>• Schedule posts according to best posting times for Facebook, Instagram, and LinkedIn.</li> <li>• Balance different types of content: promotional, educational, interactive, and user-generated.</li> <li>• Include key campaign dates, holidays, and events to maintain relevance.</li> </ul> <p><b>Creating and Maintaining the Calendar:</b></p> <ul style="list-style-type: none"> <li>• Tools: Excel, Google Sheets, or Canva's content planner.</li> <li>• Columns to include: Date, Platform, Post Type, Content/Caption, Visuals, Status, Notes.</li> <li>• Update regularly to track completed posts, upcoming content, and performance insights.</li> </ul>

		<ul style="list-style-type: none"> <li>• Review and adjust the calendar based on engagement metrics and audience feedback.</li> </ul> <p><b>Tips for Effective Scheduling:</b></p> <ul style="list-style-type: none"> <li>• Batch-create content to save time.</li> <li>• Use scheduling tools like Meta Business Suite, Buffer, or Hootsuite for automated posting.</li> <li>• Maintain flexibility to add trending topics or last-minute updates.</li> <li>• Monitor performance to refine timing and content type for maximum engagement.</li> </ul> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>• How to Create a Social Media Content Calendar – YouTube <a href="https://www.youtube.com/watch?v=dwLvKf6e8Bo">https://www.youtube.com/watch?v=dwLvKf6e8Bo</a></li> <li>• Content Calendar Tutorial for Beginners – YouTube <a href="https://www.youtube.com/watch?v=3d3bIhXwAA">https://www.youtube.com/watch?v=3d3bIhXwAA</a></li> <li>• Canva Content Planner Guide – Canva Design School <a href="https://www.canva.com/learn/content-calendar/">https://www.canva.com/learn/content-calendar/</a></li> <li>• Social Media Scheduling with Google Sheets – Blog Tutorial <a href="https://zapier.com/blog/social-media-calendar-google-sheets/">https://zapier.com/blog/social-media-calendar-google-sheets/</a></li> <li>• Free Online Course: Social Media Content Strategy – HubSpot Academy <a href="https://academy.hubspot.com/courses/social-media">https://academy.hubspot.com/courses/social-media</a></li> </ul> <p><b>Summary</b></p> <p>Creating and maintaining a content calendar ensures consistent, organized, and strategic social media posting. By planning posts ahead, aligning content with marketing goals, and using simple tools for scheduling, trainees can improve efficiency, engagement, and the overall effectiveness of social media campaigns.</p>
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### **Module 5.1:** Freelancing, Portfolio & Final Project

**Objective:** Learn to build a professional portfolio and effectively work on freelancing platforms by mastering proposals, pricing strategies, and client communication, while completing a final project.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 5.1.1: Freelancing Platforms (Fiverr, Upwork)</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the concept of freelancing and its advantages in the digital economy.</li> <li>• Identify key freelancing platforms such as Fiverr and Upwork.</li> <li>• Demonstrate how to create a basic freelancer profile on Fiverr/Upwork.</li> <li>• Understand the importance of professionalism, reviews, and client communication.</li> </ul>	<p><b>Introduction to Freelancing Platforms</b> Freelancing allows individuals to offer services online, work on multiple projects, and earn independently. Digital marketing skills, content creation, graphic design, data entry, and IT tasks are in high demand on freelancing platforms.</p> <p><b>Popular Freelancing Platforms:</b></p> <ul style="list-style-type: none"> <li>• <b>Fiverr:</b> Users offer services (called “gigs”) starting at \$5. Ideal for creative services and small tasks.</li> <li>• <b>Upwork:</b> Users can bid on projects posted by clients. Suitable for medium to large-scale work and longer-term contracts.</li> </ul> <p><b>Setting Up a Freelancer Profile:</b></p> <ul style="list-style-type: none"> <li>• Use a professional profile photo and clear description.</li> <li>• Highlight skills, past experience, and portfolio items.</li> <li>• Define services offered with clear deliverables and pricing.</li> <li>• Maintain professionalism in communication to build client trust.</li> </ul> <p><b>Importance of Reviews and Communication:</b></p> <ul style="list-style-type: none"> <li>• Positive reviews increase visibility and attract more clients.</li> <li>• Respond promptly and politely to client messages.</li> <li>• Set realistic timelines and deliver quality work to maintain reputation.</li> <li>• Clear communication about project requirements, updates, and revisions ensures smooth collaboration.</li> </ul> <p><b>Tips for Getting Started:</b></p> <ul style="list-style-type: none"> <li>• Start with simple projects to build experience.</li> <li>• Showcase portfolio pieces relevant to the services offered.</li> <li>• Keep learning and improving to compete in the marketplace.</li> <li>• Join online communities and forums for freelancers to gain tips and support.</li> </ul> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>• How to Start Freelancing on Fiverr – YouTube <a href="https://www.youtube.com/watch?v=5KZpsbFi7Vs">https://www.youtube.com/watch?v=5KZpsbFi7Vs</a></li> <li>• Upwork Tutorial for Beginners – YouTube <a href="https://www.youtube.com/watch?v=kFzqxLJZrCc">https://www.youtube.com/watch?v=kFzqxLJZrCc</a></li> <li>• Freelancing Basics Course – Skillshare Free Trial <a href="https://www.skillshare.com/browse/freelancing">https://www.skillshare.com/browse/freelancing</a></li> </ul>

- How to Build a Freelance Portfolio – HubSpot Blog  
<https://blog.hubspot.com/marketing/freelance-portfolio>
- Free Course: Introduction to Freelancing – Coursera  
<https://www.coursera.org/learn/freelancing>

#### **Summary**

Freelancing platforms like Fiverr and Upwork provide opportunities to work independently, earn income, and grow digital skills. By creating a professional profile, communicating effectively, and maintaining high-quality work, trainees can establish a successful freelancing career while building a strong portfolio to attract clients.

#### **LU 5.1.2: Writing Winning Proposals, Pricing & Client Handling**

##### **Trainee will be able to:**

- Write effective and professional proposals for freelancing platforms.
- Set competitive and fair pricing strategies for services.
- Demonstrate best practices in handling clients professionally.
- Recognize the importance of communication, deadlines, and feedback in freelancing.

#### **Understanding Proposals, Pricing & Client Handling**

When working as a freelancer, your proposal, pricing, and communication style determine whether you get hired or not. A freelancing proposal is basically your “job application” where you briefly introduce yourself, show the client that you understand their requirements, and explain how you will provide the solution. A good proposal is short, clear, and customized for every client. It highlights your skills, gives confidence, and encourages the client to choose you.

Before writing a proposal, always read the job description carefully. Identify what the client wants, what problem they are facing, and what type of skills the project requires. Your proposal should start with a polite greeting, followed by a short summary of the client’s problem in your own words. This shows that you have understood the task. Next, explain your approach—how you will complete the work, what tools you will use, and how many revisions you will provide. Add one or two relevant samples or portfolio links to strengthen your proposal. Finally, close with a short and friendly call-to-action such as “Looking forward to discussing your project.”

Pricing is equally important. Beginners often struggle with setting the right price. You can choose fixed, hourly, or package-based pricing depending on the task. To stay competitive, compare prices of other freelancers offering similar services on Fiverr or Upwork. Start with reasonable rates and increase them as you gain experience, positive reviews, and strong portfolio samples. It is also helpful to clearly mention what is included in your price—number of revisions, delivery time, and final outputs.

Professional client handling is the foundation of freelancing success. Communicate clearly, respond politely, and meet deadlines. Share regular progress updates and ask questions when instructions are unclear. If you ever need more time, inform the client in advance. Positive communication prevents misunderstandings and leads to repeat work. Always accept feedback professionally and offer revisions with a positive attitude. Long-term clients will only stay with freelancers who are reliable, respectful, and consistent.

#### **Helpful Free Videos / Online Resources**

- How to Write a Winning Freelance Proposal – YouTube  
<https://www.youtube.com/watch?v=ToOPvg2x4nM>
- Pricing Strategies for Freelancers – YouTube  
<https://www.youtube.com/watch?v=nY4-E1IJYyk>
- Client Communication Tips for Freelancers – YouTube  
<https://www.youtube.com/watch?v=7o31wC42Dd0>
- Free Proposal Templates – HubSpot  
<https://blog.hubspot.com/sales/freelance-proposal-templates>
- Freelancing Essentials (Free Online Course) – Coursera  
<https://www.coursera.org/learn/freelancing>
- How to Write a Winning Fiverr Proposal  
<https://www.youtube.com/watch?v=gcZ2-gUqS8>
- Upwork Proposal Tips for Beginners  
<https://www.youtube.com/watch?v=YN3G6P1NriM>
- How to Price Your Freelance Services  
[https://www.youtube.com/watch?v=E7uH\\_EvyQ8Q](https://www.youtube.com/watch?v=E7uH_EvyQ8Q)
- How to Communicate Professionally with Clients  
<https://www.youtube.com/watch?v=fIIPBo2A6nA>

#### **Summary**

In this learning unit, trainees understand how to write strong proposals, choose suitable pricing strategies, and manage clients professionally. By mastering communication, clarity, and timely delivery, freelancers can build trust, secure more projects, and grow their digital careers confidently.

<b>LU 5.1.3: Portfolio Development</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of a professional portfolio in freelancing and digital marketing.</li> <li>• Identify the key components of an effective portfolio.</li> <li>• Create and organize a portfolio showcasing skills and projects.</li> <li>• Demonstrate how to present a portfolio to potential clients.</li> </ul>	<p><b>Understanding Portfolio Development</b></p> <p>A professional portfolio is one of the strongest tools a freelancer or digital marketer can have. It works as your digital showcase—proving your skills, creativity, and experience to potential clients even before they talk to you. While a CV tells clients what you <i>can</i> do, a portfolio shows what you <i>have already done</i>. This makes it easier for clients to trust your abilities and hire you with confidence.</p> <p>A good portfolio includes clear examples of your best work. These could be social media posts, ad designs, content writing samples, keyword research reports, SEO audits, Canva designs, or full marketing campaigns—depending on your skill set. Each project should include a short explanation of the goal, the tools you used, and the results you achieved. This context helps clients understand your problem-solving ability and the value you bring.</p> <p>When creating a portfolio, quality is more important than quantity. It’s better to include 5–8 strong, polished samples rather than dozens of average ones. Organize your portfolio by categories such as Social Media Designs, Content Writing Samples, SEO Work, or Ad Campaigns, so clients can easily browse through your skills. The portfolio should be clean, visually appealing, and easy to understand, reflecting your professionalism.</p> <p>Portfolios can be created using various tools. Beginners can start with a simple Google Drive folder, Canva portfolio template, or a single-page PDF. As your skills grow, you can move to Behance, Wix, WordPress, or a customized website. When presenting your portfolio to clients, share the link with a short message explaining what they will find inside. Highlight a few top samples that are most relevant to the client’s project. This makes your communication more personalized and increases your chances of winning the job.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <ul style="list-style-type: none"> <li>• How to Create a Freelancing Portfolio (Beginner Guide) <a href="https://www.youtube.com/watch?v=tgb2G8Cq7os">https://www.youtube.com/watch?v=tgb2G8Cq7os</a></li> <li>• Canva Portfolio Templates (Free) <a href="https://www.youtube.com/watch?v=veJb7CqjLcc">https://www.youtube.com/watch?v=veJb7CqjLcc</a></li> <li>• How to Build a Strong Design/Marketing Portfolio <a href="https://www.youtube.com/watch?v=IP45zDB8gC4">https://www.youtube.com/watch?v=IP45zDB8gC4</a></li> <li>• Best Free Platforms for Online Portfolios</li> </ul>
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		<a href="https://www.youtube.com/watch?v=UVNwmp2aF0U">https://www.youtube.com/watch?v=UVNwmp2aF0U</a> <b>Summary</b> In this learning unit, trainees learn the value of a professional portfolio, explore essential components, and create organized samples that highlight their skills. A well-presented portfolio helps build credibility, attract clients, and grow a sustainable freelancing career.
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## Module 5.2: Entrepreneurship Session

**Objective:** Understand the fundamentals of entrepreneurship by exploring idea generation, business planning, financing, and strategies to overcome challenges in starting and running a business.

Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 5.2.1: Introduction to Entrepreneurs hip</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>Define entrepreneurship and explain its importance in today's economy.</li> <li>Identify characteristics of successful entrepreneurs.</li> <li>Recognize opportunities where entrepreneurial thinking can be applied.</li> </ul>	Entrepreneurship is the process of identifying opportunities, taking initiative, and creating value through innovative solutions, products, or services. This unit introduces trainees to the entrepreneurial mindset, its role in economic development, and how individuals can apply entrepreneurial thinking across various fields—including creative industries like graphic design, digital marketing, and tech. <b>What is Entrepreneurship?</b> <ul style="list-style-type: none"> <li><b>Entrepreneurship</b> involves starting or managing a business to solve problems or meet market needs.</li> <li>It includes <b>risk-taking, innovation, and resource management</b>.</li> <li>Entrepreneurs drive job creation, economic growth, and social development.</li> </ul> <b>Why Entrepreneurship Matters Today</b> <ul style="list-style-type: none"> <li>The global economy values <b>innovation</b> and <b>self-employment</b>.</li> <li>Digital tools have made it easier to start and scale businesses.</li> <li>Freelancers, designers, marketers, and IT professionals often grow into entrepreneurs.</li> </ul> <b>Characteristics of Successful Entrepreneurs</b> <ol style="list-style-type: none"> <li><b>Creativity &amp; Innovation</b> Ability to think differently and develop unique solutions.</li> <li><b>Risk-Taking Ability</b> Willingness to step into uncertainty with confidence.</li> </ol>



3. **Persistence & Resilience**

Staying motivated despite challenges or failures.

4. **Strong Communication**

Clear communication with clients, partners, investors, and customers.

5. **Problem-Solving Skills**

Understanding user needs and developing practical solutions.

6. **Leadership & Decision Making**

Ability to lead teams and make timely, effective decisions.

**Recognizing Opportunities**

Entrepreneurship begins with identifying gaps in the market or problems that need solving.

**Sources of Opportunity**

- Customer pain points
- Emerging trends (e.g., digital services, e-commerce)
- Technology and automation
- Niche markets (e.g., logo design for small businesses)
- Local community needs

**How to Spot Business Ideas**

- Observe everyday problems
- Analyze interests and strengths
- Explore platforms like Fiverr, Upwork, or Daraz to see trending services
- Conduct basic market research (surveys, social media insights)

**Tips for Developing an Entrepreneurial Mindset**

- Think long-term and take proactive steps.
- Be open to learning new skills or adapting to change.
- Network with professionals, mentors, and peers.
- Embrace experimentation—test ideas on a small scale first.

**Watch / Learn**

- **“What is Entrepreneurship?” – Short Explanation**

<https://www.youtube.com/watch?v=QEOQzIUbkYw>

- **“Top Traits of Successful Entrepreneurs”**

<https://www.youtube.com/watch?v=kQw5qH9V8AE>

		<ul style="list-style-type: none"> <li>• “How to Find a Business Idea (Beginner Friendly)” <a href="https://www.youtube.com/watch?v=bFaoK2GJr5U">https://www.youtube.com/watch?v=bFaoK2GJr5U</a></li> <li>• “Entrepreneurial Mindset for Beginners – Free Course” <a href="https://www.coursera.org/learn/entrepreneurship-mindset">https://www.coursera.org/learn/entrepreneurship-mindset</a></li> </ul>
<b>LU 5.2.2: Types of Entrepreneurs hips</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Identify different types of entrepreneurship.</li> <li>• Explain the characteristics of each type with examples.</li> <li>• Recognize which type of entrepreneurship suits different business ideas.</li> </ul>	<p>Entrepreneurship comes in many forms, depending on the size of the business, the goals of the entrepreneur, available resources, and market needs. Understanding these types helps trainees choose the right path for their skills and ideas.</p> <p><b>1. Small Business Entrepreneurship</b>  <b>What it is:</b>  Businesses started to support a family or local community. These are not built to become very large companies.  <b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Local shops</li> <li>• Freelance graphic designers</li> <li>• Small digital marketing agencies</li> <li>• Beauty salons</li> <li>• Repair shops</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>• Low to medium investment</li> <li>• Run by owner and a small team</li> <li>• Focus on stable income, not massive expansion</li> </ul> <p><b>2. Scalable Startup Entrepreneurship</b>  <b>What it is:</b>  Businesses created with the intention to grow fast, attract investors, and scale globally.  <b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Software companies</li> <li>• Apps like Careem or Airbnb</li> <li>• Tech startups</li> </ul> <p><b>Characteristics:</b></p> <ul style="list-style-type: none"> <li>• Innovation-based</li> <li>• Requires investment (venture capital)</li> </ul>

- High risk, high reward
- Rapid expansion mindset

### **3. Social Entrepreneurship**

#### **What it is:**

Businesses built to solve social, environmental, or community problems.

#### **Examples:**

- NGOs offering sustainable solutions
- Startups providing education access
- Eco-friendly product companies

#### **Characteristics:**

- Purpose-driven
- Focus on societal impact instead of only profit
- Often supported by grants or donations

### **4. Large Company Entrepreneurship**

#### **What it is:**

Large companies create new products, enter new markets, or innovate like startups.

#### **Examples:**

- Google launching new tools
- PepsiCo introducing new product lines
- Jazz or Telenor launching new digital services

#### **Characteristics:**

- Big resources and teams
- Driven by competition and changing markets
- Structured innovation processes

### **5. Innovative Entrepreneurship**

#### **What it is:**

Entrepreneurs who introduce completely new ideas or technologies.

#### **Examples:**

- Inventors
- Tech innovators
- Designers creating unique product solutions

#### **Characteristics:**

- Creative, forward-thinking
- High risk but high potential
- Focus on invention and disruption

## **6. Hustler Entrepreneurship**

### **What it is:**

Entrepreneurs who start small and work extremely hard to grow step by step.

### **Examples:**

- A freelancer growing into an agency
- A small shop turning into a chain
- A digital designer building a brand over years

### **Characteristics:**

- Determination
- Gradual growth
- High personal effort

### **Which Type Suits You?**

Depending on the business idea, one model may be a better fit:

<b>Business Idea</b>	<b>Best Type of Entrepreneurship</b>
Freelance graphic design	Small business / Hustler
Launching a mobile app	Scalable startup
Selling eco-friendly products	Social / Small business
Opening a fast-food chain	Small or large company entrepreneurship
Creating a unique tech tool	Innovative entrepreneurship

### **Watch / Learn**

- *Types of Entrepreneurship Explained Simply*  
<https://www.youtube.com/watch?v=0x85Zl-pjC0>
- *Small Business vs Startup – What's the Difference?*  
<https://www.youtube.com/watch?v=O-1ZfU2RrX4>
- *Understanding Social Entrepreneurship*  
<https://www.youtube.com/watch?v=TxD8qKjJqo>

<b>LU 5.2.3: Business Idea Generation</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of generating creative and practical business ideas.</li> <li>• Apply methods for brainstorming and identifying business opportunities.</li> <li>• Evaluate ideas based on feasibility, market demand, and resources.</li> <li>• Develop at least one potential business idea individually or in groups.</li> </ul>	<p>Generating business ideas is the first and most important step in entrepreneurship. A strong idea is practical, meets a need, and can realistically be executed with available resources. In this unit, learners explore creative methods to generate, evaluate, and refine business ideas.</p> <p><b>1. Why Business Idea Generation Matters</b></p> <p>A successful business starts with a <b>clear, useful, and marketable idea</b>. Good idea generation helps you:</p> <ul style="list-style-type: none"> <li>• Identify real-world needs</li> <li>• Create solutions people are willing to pay for</li> <li>• Reduce business failure risks</li> <li>• Plan a practical pathway for starting a business</li> </ul> <p><b>2. Methods for Business Idea Generation</b></p> <p><b>A. Brainstorming</b></p> <p>A free-thinking process where you write down all ideas without judging them.</p> <p><b>Tips:</b></p> <ul style="list-style-type: none"> <li>• Work individually or in groups</li> <li>• Encourage creativity</li> <li>• Avoid criticism during idea collection</li> </ul> <p><b>B. Problem-Solving Approach</b></p> <p>Look for common problems around you and design solutions.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Students want affordable design services → Start a mini design studio</li> <li>• Local businesses lack digital presence → Social media management service</li> </ul> <p><b>C. Market Observation</b></p> <p>Observe trends, consumer behavior, and unmet needs.</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Rise in e-commerce → Product photography</li> <li>• Growing startups → Logo design and branding services</li> </ul> <p><b>D. Skills &amp; Passion Mapping</b></p> <p>Generate ideas based on what you already know or enjoy.</p> <p><b>Example for Graphic Designers:</b></p> <ul style="list-style-type: none"> <li>• T-shirt design</li> </ul>
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- Poster and banner printing
- Social media branding packages

### **E. SCAMPER Technique**

A structured idea-generation tool:

- **S**ubstitute
- **C**ombine
- **A**dapt
- **M**odify
- **P**ut to another use
- **E**liminate
- **R**earrange

### **3. Evaluating Business Ideas**

After generating ideas, evaluate them using these criteria:

#### **A. Feasibility**

Is it realistic? Do you have the skills, tools, and time?

#### **B. Market Demand**

Will people pay for it? Is there a clear audience?

#### **C. Competition**

Are there too many similar businesses? Can you offer something better?

#### **D. Resources**

Do you have the required money, equipment, and support?

#### **E. Profitability**

Can the idea earn enough to sustain the business?

### **4. Practical Classroom Activity**

#### **Individual Task:**

Write down **5 ideas** based on your skills and passions.

Evaluate them using the criteria above. Select **1 final idea**.

#### **Group Task:**

In groups of 3–5, conduct a **brainstorming session**.

Each member presents one idea.

Group selects the **best idea** and explains why.

### **5. Sample Business Ideas for Graphic Design Trainees**

		<ul style="list-style-type: none"> <li>• Social media content creation service</li> <li>• Logo design and brand identity packages</li> <li>• Resume and CV design studio</li> <li>• Custom t-shirt and merchandise design</li> <li>• Event poster and banner design</li> <li>• Product photography + design bundle</li> <li>• Digital marketing and design combo service</li> </ul> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <i>How to Generate Business Ideas</i>  <a href="https://www.youtube.com/watch?v=HiZf6QJ-1Kc">https://www.youtube.com/watch?v=HiZf6QJ-1Kc</a></li> <li>• <i>Turn Your Skills Into a Business</i>  <a href="https://www.youtube.com/watch?v=XT2fH8n2R44">https://www.youtube.com/watch?v=XT2fH8n2R44</a></li> <li>• <i>SCAMPER Method Explained</i>  <a href="https://www.youtube.com/watch?v=dJIGX0rB3J8">https://www.youtube.com/watch?v=dJIGX0rB3J8</a></li> </ul>
<b>LU 5.2.4: Business Planning and Strategy</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of business planning for entrepreneurs.</li> <li>• Identify the key components of a simple business plan.</li> <li>• Understand basic strategies for launching and growing a business.</li> <li>• Develop a mini business plan for a selected idea.</li> </ul>	<p>A business plan is a roadmap that guides entrepreneurs from idea to execution. It helps clarify goals, organize resources, identify risks, and plan strategies for launching and growing a business. This unit provides a simple, practical approach to planning for beginners.</p> <p><b>1. Why Business Planning Is Important</b></p> <p>A clear business plan helps entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Understand the business idea in detail</li> <li>• Identify customers, competitors, and market trends</li> <li>• Plan finances and resources effectively</li> <li>• Reduce risks and avoid common startup mistakes</li> <li>• Communicate the business idea to partners, investors, or clients</li> </ul> <p>A good business plan increases the chances of success and gives direction during the early stages.</p> <p><b>2. Key Components of a Simple Business Plan</b></p> <p>Beginners do not need a long or complicated plan. A <b>one-page or mini business plan</b> is enough to start.</p> <p><b>A. Business Idea Summary</b></p> <p>A short explanation of what your business does and why it is valuable.</p>

		<p><b>B. Target Audience</b>  Who will buy your product or service?  Examples: students, small businesses, startups, local shops, etc.</p> <p><b>C. Problem &amp; Solution</b>  Identify the problem your customers face and how your business solves it.  Example:  <b>Problem:</b> Local shops lack attractive posters.  <b>Solution:</b> Affordable poster and banner design services.</p> <p><b>D. Products or Services Offered</b>  List what you will sell.  Examples for design trainees:</p> <ul style="list-style-type: none"> <li>• Logo design</li> <li>• Social media posts</li> <li>• Flyers and brochures</li> <li>• Branding packages</li> </ul> <p><b>E. Pricing Strategy</b>  Decide how much you will charge.  Common pricing models:</p> <ul style="list-style-type: none"> <li>• Per project</li> <li>• Per hour</li> <li>• Package-based</li> </ul> <p><b>F. Competitor Analysis</b>  Identify existing businesses offering similar services.  Ask:</p> <ul style="list-style-type: none"> <li>• What do they do well?</li> <li>• What can you do differently or better?</li> </ul> <p><b>G. Required Resources</b>  List what you need to start.  Examples: laptop, design software, internet, phone, sample portfolio.</p> <p><b>H. Marketing Strategy</b>  Explain how you will promote your business.  Examples:</p> <ul style="list-style-type: none"> <li>• Facebook page</li> </ul>
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- Instagram portfolio
- WhatsApp marketing
- Fiverr/Upwork gig optimization

### **I. Financial Plan**

Basic estimates:

- Start-up costs
- Expected monthly income
- Expected monthly expenses
- Profit forecast

### **3. Basic Strategies for Launching & Growing a Business**

#### **A. Start Small**

Begin with one or two services and expand gradually.

#### **B. Use Branding**

Create a logo, consistent colors, and a clean portfolio to build credibility.

#### **C. Build Customer Trust**

Deliver high-quality work, maintain communication, and meet deadlines.

#### **D. Offer Packages**

Examples:

- Social media monthly package
- Branding bundle (logo + stationery)

Packages make services easier to sell.

#### **E. Use Online Platforms**

Create visibility through:

- Facebook Page
- Instagram
- LinkedIn
- Fiverr & Upwork

#### **F. Learn from Feedback**

Adjust your services, pricing, and workflow based on customer responses.

### **4. Activity: Create a Mini Business Plan**

#### **Step-by-Step Exercise**

Select one idea from the previous unit (5.2.3).

Create a **one-page business plan** including:

		<ol style="list-style-type: none"> <li>1. Business name</li> <li>2. Business idea summary</li> <li>3. Target audience</li> <li>4. Problem + solution</li> <li>5. Services to offer</li> <li>6. Pricing strategy</li> <li>7. Marketing plan</li> <li>8. Required resources</li> <li>9. 1-month growth goal</li> </ol> <p>Students can present their business plans in class for evaluation.</p> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <i>Business Plan for Beginners – Step-by-Step Guide</i>  <a href="https://www.youtube.com/watch?v=Fqch5OrUPvA">https://www.youtube.com/watch?v=Fqch5OrUPvA</a></li> <li>• <i>How to Start a Small Business with No Money</i>  <a href="https://www.youtube.com/watch?v=ayD3lXJxGk8">https://www.youtube.com/watch?v=ayD3lXJxGk8</a></li> <li>• <i>Marketing Strategies for Small Businesses</i>  <a href="https://www.youtube.com/watch?v=wGDW5pZ1eJc">https://www.youtube.com/watch?v=wGDW5pZ1eJc</a></li> </ul>
<b>LU 5.2.5: Financing Business</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain why financing is important for starting and running a business.</li> <li>• Identify different sources of business financing.</li> <li>• Understand the difference between debt and equity financing.</li> <li>• Create a simple financial plan for a business idea.</li> </ul>	<p>Financing is one of the most important parts of starting and running a business. Even small businesses need money to launch products, buy equipment, market their services, and manage operations. This unit helps trainees understand where business money comes from, how to choose the right financing method, and how to plan basic financial needs.</p> <p><b>1. Why Financing Is Important</b></p> <p>Every business—big or small—needs money for:</p> <ul style="list-style-type: none"> <li>• Purchasing tools, equipment, or raw materials</li> <li>• Renting or setting up a workspace</li> <li>• Marketing and advertising</li> <li>• Paying bills and operational costs</li> <li>• Hiring people or outsourcing work</li> <li>• Expanding services or products</li> </ul> <p>Without proper financing, even a good business idea can fail. Proper financial planning ensures stability and growth.</p>

## **2. Sources of Business Financing**

There are many ways to finance a business. Trainees should choose based on the size, stage, and nature of their business.

### **A. Personal Savings**

- Most common and safest for beginners
- No need to repay anyone
- Good for small design or service-based startups

### **B. Family & Friends**

- Borrowing small amounts
- Usually interest-free
- Requires trust and clear agreements

### **C. Bank Loans**

- Larger financing option
- Must repay with interest
- Requires documents, guarantees, or business record

### **D. Microfinance Institutions (MFIs)**

Examples: Akhuwat, Khushhali Microfinance, NRSP

- Easy to access
- Small loans for small businesses
- Lower requirements than banks

### **E. Government Grants / Schemes**

Examples (Pakistan-based):

- Kamyab Jawan Program
- NAVTTC entrepreneurship support
- SMEDA programs

These often offer low-interest or interest-free loans.

### **F. Crowdfunding**

- Raising money online through platforms
- Useful for creative or social projects

### **G. Angel Investors or Venture Capital**

- Investors provide money in exchange for business shares
- Usually for technology or high-growth startups

## **3. Debt Financing vs Equity Financing**

Understanding the difference helps entrepreneurs choose wisely.

#### **A. Debt Financing**

You **borrow money** and return it later with interest.

Examples: bank loans, microfinance, borrowing from family.

##### **Pros:**

- Full ownership stays with you
- Predictable repayment schedule

##### **Cons:**

- Must repay even if business is slow
- May require collateral or documents

#### **B. Equity Financing**

You **give a share of your business** to someone who invests money.

##### **Pros:**

- No loan repayment
- Investor may provide guidance and connections

##### **Cons:**

- You share profits
- You lose some control over decisions

Beginners often start with **personal savings, small loans, or grants** rather than giving up ownership.

#### **4. Creating a Simple Financial Plan**

A mini financial plan helps estimate how much money is needed to start and operate the business.

##### **Step 1: Calculate Start-up Costs**

List everything needed to begin.

Example for a graphic design startup:

- Laptop
- Design software / subscriptions
- Internet
- Branding materials (logo, business card)

##### **Step 2: Estimate Monthly Operating Costs**

- Internet bill
- Electricity

		<ul style="list-style-type: none"> <li>• Marketing budget</li> <li>• Software renewal</li> <li>• Transport</li> </ul> <p><b>Step 3: Estimate Monthly Revenue</b>  Predict how much you will earn from services.  Example:  • 5 logo design projects × Rs. 3,000 = Rs. 15,000  • 10 social media posts × Rs. 500 = Rs. 5,000</p> <p><b>Step 4: Calculate Profit</b>  Profit = Total Revenue – Total Expenses  This helps determine if your business is financially viable.</p> <p><b>Step 5: Identify Funding Sources</b>  Choose whether you will use:  <ul style="list-style-type: none"> <li>• Personal savings</li> <li>• Small loan</li> <li>• Microfinance</li> <li>• Family support</li> </ul> A simple financial plan keeps your business realistic and manageable.</p> <p><b>Watch / Learn</b>  <ul style="list-style-type: none"> <li>• <i>Financing for Small Businesses – Basics Explained</i>  <a href="https://www.youtube.com/watch?v=leV1CkX7Kjg">https://www.youtube.com/watch?v=leV1CkX7Kjg</a></li> <li>• <i>Business Funding Options for Beginners</i>  <a href="https://www.youtube.com/watch?v=YpM3Aa9KqNE">https://www.youtube.com/watch?v=YpM3Aa9KqNE</a></li> <li>• <i>Debt vs Equity Financing – Simple Explanation</i>  <a href="https://www.youtube.com/watch?v=9mVjA0RduCM">https://www.youtube.com/watch?v=9mVjA0RduCM</a></li> <li>• <i>How to Create a Simple Financial Plan for Your Startup</i>  <a href="https://www.youtube.com/watch?v=5kUI5IAe-Rc">https://www.youtube.com/watch?v=5kUI5IAe-Rc</a></li> </ul> </p>
<b>LU 5.2.6: Entrepreneurship Challenges and Possible Solutions</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Identify common challenges faced by entrepreneurs.</li> <li>• Explain how these challenges affect business success.</li> </ul>	<p>Entrepreneurship is exciting, but it also comes with challenges that can affect the growth and success of a business. New entrepreneurs often face issues related to finance, competition, marketing, customer management, and personal stress. Understanding these challenges early helps trainees prepare better and develop</p>

	<ul style="list-style-type: none"> <li>• Propose practical solutions to overcome entrepreneurial challenges.</li> <li>• Build resilience and problem-solving skills as future entrepreneurs.</li> </ul> <p>strong problem-solving skills. This unit focuses on common entrepreneurial challenges and offers practical strategies to overcome them.</p> <p><b>1. Common Challenges Faced by Entrepreneurs</b></p> <p><b>A. Lack of Capital (Insufficient Funds)</b> Many businesses struggle because they do not have enough money to start, run, or grow their operations.</p> <p><b>B. High Competition</b> New businesses face strong competition from established brands and other startups offering similar products or services.</p> <p><b>C. Limited Market Knowledge</b> Entrepreneurs may not fully understand their target audience, market needs, or industry trends.</p> <p><b>D. Poor Time Management</b> Balancing marketing, finance, operations, and customer management can overwhelm beginners.</p> <p><b>E. Difficulty in Getting Customers</b> Attracting customers, building trust, and convincing people to try a new business is often challenging.</p> <p><b>F. Lack of Business Skills</b> Skills such as marketing, budgeting, branding, and communication are essential but not always well-developed in new entrepreneurs.</p> <p><b>G. Fear of Failure &amp; Stress</b> Entrepreneurs often experience self-doubt, pressure, and stress due to risks and uncertainty.</p> <p><b>2. How These Challenges Affect Business Success</b> These challenges can create obstacles such as:</p> <ul style="list-style-type: none"> <li>• Slow business growth</li> <li>• Financial losses</li> <li>• Poor customer retention</li> <li>• Low motivation and burnout</li> <li>• Poor decision-making</li> <li>• Weak business performance</li> <li>• Eventually, business failure if not handled properly</li> </ul>
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		<p>Recognizing the impact helps entrepreneurs take these challenges seriously and plan ahead.</p> <p><b>3. Practical Solutions to Overcome Entrepreneurial Challenges</b></p> <p><b>A. Managing Limited Funds</b></p> <ul style="list-style-type: none"> <li>• Start small—grow step by step</li> <li>• Use low-cost tools (e.g., Canva, free marketing platforms)</li> <li>• Apply for microfinance or government grants</li> <li>• Track income and expenses regularly</li> </ul> <p><b>B. Handling Competition</b></p> <ul style="list-style-type: none"> <li>• Offer unique value (better design, better quality, faster delivery)</li> <li>• Study competitors to learn what they offer and how to improve</li> <li>• Focus on a niche instead of trying to serve everyone</li> </ul> <p><b>C. Improving Market Understanding</b></p> <ul style="list-style-type: none"> <li>• Conduct surveys or polls</li> <li>• Engage with potential customers online</li> <li>• Research similar businesses and successful strategies</li> <li>• Test ideas before launching full-scale services</li> </ul> <p><b>D. Strengthening Time Management</b></p> <ul style="list-style-type: none"> <li>• Use daily schedules or productivity apps</li> <li>• Set priorities (important vs urgent tasks)</li> <li>• Divide tasks into smaller, manageable steps</li> </ul> <p><b>E. Attracting and Keeping Customers</b></p> <ul style="list-style-type: none"> <li>• Use social media marketing</li> <li>• Offer promotions or discounts for first-time buyers</li> <li>• Provide excellent customer service</li> <li>• Ask satisfied clients for reviews or referrals</li> </ul> <p><b>F. Building Business Skills</b></p> <ul style="list-style-type: none"> <li>• Take short online courses</li> <li>• Learn from mentors or successful entrepreneurs</li> <li>• Practice communication and negotiation regularly</li> </ul> <p><b>G. Overcoming Fear &amp; Stress</b></p> <ul style="list-style-type: none"> <li>• Set realistic goals</li> <li>• Celebrate small achievements</li> </ul>
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		<ul style="list-style-type: none"> <li>• Talk to mentors or peers for guidance</li> <li>• Build resilience by learning from setbacks instead of quitting</li> </ul> <p><b>4. Building an Entrepreneurial Mindset</b></p> <p>An entrepreneur must develop qualities such as:</p> <ul style="list-style-type: none"> <li>• Persistence</li> <li>• Problem-solving skills</li> <li>• Adaptability</li> <li>• Creativity</li> <li>• Confidence</li> <li>• Discipline</li> </ul> <p>These traits help in facing challenges and finding solutions effectively.</p> <p><b>Watch / Learn</b></p> <ul style="list-style-type: none"> <li>• <i>Top 10 Challenges Entrepreneurs Face and How to Overcome Them</i>  <a href="https://www.youtube.com/watch?v=RXK8VxBInZg">https://www.youtube.com/watch?v=RXK8VxBInZg</a></li> <li>• <i>How to Deal with Fear of Failure as an Entrepreneur</i>  <a href="https://www.youtube.com/watch?v=VYJx6Qlnk6E">https://www.youtube.com/watch?v=VYJx6Qlnk6E</a></li> <li>• <i>Time Management Tips for Entrepreneurs</i>  <a href="https://www.youtube.com/watch?v=8VdG8e0T5Kk">https://www.youtube.com/watch?v=8VdG8e0T5Kk</a></li> <li>• <i>Understanding Your Market – Basics for Beginners</i>  <a href="https://www.youtube.com/watch?v=W4G7Pnh-k5U">https://www.youtube.com/watch?v=W4G7Pnh-k5U</a></li> <li>• <i>Free Course: “Entrepreneurial Mindset” – Coursera</i>  <a href="https://www.coursera.org/learn/entrepreneurial-mindset">https://www.coursera.org/learn/entrepreneurial-mindset</a></li> </ul>
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### **Module 5.3:** Environment Session

**Objective:** Build awareness of environmental issues, hazards, and climate change while learning sustainable practices and ways individuals can contribute to environmental protection.



Learning Unit	Learning Outcomes	Handouts/ Learning Materials
<b>LU 5.3.1: Introduction to Environmental Issues</b>	<b>Trainee will be able to:</b> <ul style="list-style-type: none"> <li>• Define environmental issues and explain why they matter for communities and businesses.</li> <li>• Identify common local and global environmental problems.</li> <li>• Recognize the role individuals and entrepreneurs can play in reducing environmental impact.</li> </ul>	<p>Environmental awareness is an essential part of creating safe, healthy, and sustainable communities. In this module, trainees learn how environmental issues affect daily life, workplaces, and long-term well-being. Understanding these issues encourages responsible behavior and supports environmentally friendly practices at home, in training environments, and in future jobs.</p> <p><b>Why Environmental Issues Matter</b></p> <p>Environmental issues influence the quality of air we breathe, the water we drink, and the spaces where we live and work. When pollution increases or natural resources are misused, communities face more health risks, unsafe surroundings, and reduced productivity.</p> <p>Simple examples include smoke from vehicles, open garbage dumping, unsafe drinking water, and cutting down trees. These problems do not just harm nature; they directly affect people's health, comfort, and economic stability.</p> <p>For businesses and entrepreneurs, being environmentally responsible builds trust and shows commitment to sustainability, which is increasingly valued by customers.</p> <p><b>Common Local and Global Environmental Problems</b></p> <p><b>Local issues often include:</b></p> <ul style="list-style-type: none"> <li>• Improper waste disposal and littering</li> <li>• Air pollution from traffic and factories</li> <li>• Contaminated drinking water</li> <li>• Noise pollution in crowded areas</li> <li>• Loss of trees and green spaces</li> </ul> <p><b>Global issues include:</b></p> <ul style="list-style-type: none"> <li>• Climate change and global warming</li> <li>• Melting glaciers and rising sea levels</li> <li>• Ocean pollution, especially plastic waste</li> <li>• Wildlife habitat destruction</li> <li>• Decreasing biodiversity</li> </ul> <p>Recognizing these issues helps trainees understand how individual actions can contribute to larger environmental challenges.</p> <p><b>Role of Individuals and Entrepreneurs</b></p>

		<p>Everyone can help reduce environmental impact through simple daily habits. Trainees can conserve electricity, reduce plastic use, sort waste, reuse materials, and avoid burning trash. Entrepreneurs can adopt sustainable materials, reduce waste in production, save energy, and use eco-friendly packaging. Small actions, when repeated consistently, lead to meaningful environmental improvements.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <p><b>What Are Environmental Issues?</b> Basic introduction to common environmental problems. <a href="https://www.youtube.com/watch?v=KuyrKTSQh2s">https://www.youtube.com/watch?v=KuyrKTSQh2s</a></p> <p><b>Local &amp; Global Environmental Challenges</b> Helps learners understand environmental issues at different levels. <a href="https://www.youtube.com/watch?v=ZTruW2u8xxE">https://www.youtube.com/watch?v=ZTruW2u8xxE</a></p> <p><b>Simple Eco-Friendly Habits</b> Practical tips for reducing environmental impact in daily life. <a href="https://www.youtube.com/watch?v=PZL2xJeJ1M4">https://www.youtube.com/watch?v=PZL2xJeJ1M4</a></p> <p><b>Summary</b> Environmental issues affect health, safety, and economic well-being. By learning how local and global problems are connected, trainees develop awareness and responsibility. Small habits—such as saving energy, reducing waste, and choosing reusable materials—help protect the environment and promote sustainable living. This learning unit prepares trainees to make environmentally conscious decisions in both personal and professional settings.</p>
<b>LU 5.3.2: Types of Environmental Hazards</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define environmental hazards and explain their impact on people, businesses, and communities.</li> <li>• Identify different types of environmental hazards with local and global examples.</li> </ul>	<p>Environmental hazards are conditions in the environment that can harm people, property, or the natural ecosystem. Understanding these hazards helps trainees stay safe, make informed decisions, and support healthier communities. Both individuals and businesses play an important role in reducing risks and preventing damage caused by environmental hazards.</p> <p><b>What Are Environmental Hazards?</b> Environmental hazards are events or conditions that negatively affect human health, surroundings, or economic activity. These hazards can be natural—like floods or earthquakes—or human-made—such as chemical pollution or waste mismanagement.</p>

<ul style="list-style-type: none"> <li>Recognize how businesses and individuals can reduce risks from these hazards.</li> </ul>	<p>Their impact can range from health issues and damaged infrastructure to long-term environmental degradation. Businesses must also understand these hazards because they affect operations, supply chains, and community reputation. Awareness prepares organizations to adopt safe, sustainable practices.</p> <p><b>Types of Environmental Hazards</b></p> <p><b>1. Natural Hazards</b></p> <p>These hazards occur naturally and often affect large populations. Examples include:</p> <ul style="list-style-type: none"> <li>Floods and heavy rainfall</li> <li>Earthquakes</li> <li>Landslides in hilly areas</li> <li>Heatwaves and extreme temperatures</li> <li>Storms and droughts</li> </ul> <p>These hazards can damage property, interrupt daily life, and affect local economies.</p> <p><b>2. Biological Hazards</b></p> <p>These involve organisms or substances that threaten human health. Examples include:</p> <ul style="list-style-type: none"> <li>Contaminated water or food</li> <li>Viruses and bacteria causing diseases</li> <li>Improper waste disposal attracting insects or animals</li> </ul> <p>Such hazards spread quickly in crowded or unsanitary areas.</p> <p><b>3. Chemical Hazards</b></p> <p>These arise from industrial processes, household chemicals, or agricultural activities. Examples include:</p> <ul style="list-style-type: none"> <li>Air pollution from vehicles or factories</li> <li>Chemical spills and leakage</li> <li>Pesticides and fertilizers</li> <li>Improper handling of cleaning products</li> </ul> <p>Chemical hazards can cause long-term health problems if not managed properly.</p> <p><b>4. Physical Hazards</b></p> <p>These are environmental conditions that pose a risk without necessarily touching the body.</p>
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Examples include:

- Excessive noise from machinery or traffic
- Radiation
- Unsafe building conditions
- Poor lighting or ventilation

Physical hazards affect comfort, safety, and productivity.

### **5. Human-Made or Anthropogenic Hazards**

These hazards result directly from human actions.

Examples include:

- Industrial waste and pollution
- Deforestation
- Open garbage dumping
- Overuse of natural resources

Such hazards damage ecosystems and contribute to climate change.

### **Reducing the Risks**

Individuals and businesses can reduce environmental hazard risks through simple and responsible actions:

- Proper waste disposal and recycling
- Using eco-friendly materials
- Planting trees and protecting green spaces
- Conserving water and energy
- Following safety guidelines and using protective equipment in workplaces
- Regular maintenance of machinery and electrical systems

These preventive measures protect health, reduce economic losses, and build safer communities.

### **Helpful Free Videos / Online Resources**

#### **Types of Environmental Hazards Explained**

Breaks down natural, chemical, and biological hazards in simple terms.

<https://www.youtube.com/watch?v=2u8ZtS2pP5k>

#### **Natural vs Human-Made Hazards**

A clear explanation with practical examples.

<https://www.youtube.com/watch?v=G1f2qkG5VxY>

### **Reducing Environmental Risks**

		<p>Tips for minimizing hazards at individual and community levels.  <a href="https://www.youtube.com/watch?v=Jfr8c1dslZs">https://www.youtube.com/watch?v=Jfr8c1dslZs</a></p> <p><b>Summary</b>  Environmental hazards come in many forms—natural, biological, chemical, physical, and human-made. They affect health, safety, and economic stability. By recognizing these hazards and adopting preventive measures, trainees can protect themselves and contribute to safer, more resilient communities. Businesses that understand and manage these risks operate more responsibly and sustainably.</p>
<p><b>LU 5.3.3:</b>  <b>The Impact of Human Activity on the Environment</b></p>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Explain how human activities affect the natural environment.</li> <li>• Identify both positive and negative impacts of human behavior on ecosystems.</li> <li>• Recognize the role of responsible practices in reducing environmental damage.</li> </ul>	<p>Human activities influence the natural environment every day—sometimes in positive ways, but often with harmful consequences. Understanding these impacts helps trainees become more responsible citizens and professionals who can contribute to a cleaner, safer future.</p> <p><b>How Human Activities Affect the Environment</b>  The environment is shaped by how people use land, water, energy, and other natural resources. Everyday actions—such as transportation, farming, construction, and waste disposal—directly affect air quality, soil health, forests, and wildlife. When these activities are not managed properly, they cause pollution, climate change, and the loss of natural habitats. At the same time, humans also have the power to improve the environment through sustainable choices, conservation efforts, and responsible resource use.</p> <p><b>Negative Impacts of Human Activity</b>  Certain practices harm natural ecosystems and create long-term environmental problems. Examples include:</p> <p><b>1. Pollution</b></p> <ul style="list-style-type: none"> <li>• Factory smoke and vehicle emissions cause air pollution.</li> <li>• Plastic waste pollutes rivers and oceans.</li> <li>• Chemicals from farms contaminate soil and water.</li> </ul> <p><b>2. Deforestation</b>  Cutting trees for construction, fuel, or agriculture leads to:</p> <ul style="list-style-type: none"> <li>• Loss of wildlife habitats</li> <li>• Increased risk of floods and soil erosion</li> <li>• Reduced oxygen production and higher carbon levels</li> </ul>

		<p><b>3. Overuse of Natural Resources</b> Excessive use of water, minerals, fuel, and land reduces future availability and harms ecosystems.</p> <p><b>4. Climate Change</b> Human activities—especially burning fossil fuels—release greenhouse gases that trap heat and raise global temperatures, causing unpredictable weather patterns.</p> <p><b>5. Improper Waste Disposal</b> Throwing garbage in open areas, drains, or water bodies spreads disease, pollutes soil, and affects community health.</p> <p><b>Positive Impacts of Human Activity</b> Not all human actions harm the environment. Many responsible practices help protect and restore ecosystems, such as:</p> <p><b>1. Recycling and Waste Management</b> Recycling materials reduces pollution and saves natural resources.</p> <p><b>2. Afforestation and Tree Plantation</b> Planting trees improves air quality and supports wildlife.</p> <p><b>3. Renewable Energy Use</b> Using solar panels, wind energy, and energy-efficient appliances reduces carbon emissions.</p> <p><b>4. Conservation Efforts</b> Protecting forests, water bodies, and wildlife ensures environmental balance.</p> <p><b>5. Sustainable Agriculture</b> Using organic methods and reducing chemicals improves soil health and reduces water contamination.</p> <p><b>Role of Responsible Practices</b> Small, everyday decisions can significantly reduce environmental damage. Individuals, families, and businesses can contribute by:</p> <ul style="list-style-type: none"> <li>• Reducing plastic use</li> <li>• Conserving electricity and water</li> <li>• Recycling household and workplace waste</li> <li>• Following eco-friendly transportation (carpooling, walking, cycling)</li> <li>• Supporting green products and policies</li> <li>• Maintaining cleanliness in local communities</li> </ul>
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		<p>Responsible behavior builds a healthier environment and sets an example for future generations.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <p><b>How Human Activities Affect the Environment</b> Explains major human actions that damage the environment. <a href="https://www.youtube.com/watch?v=JNfHh0YHM7Q">https://www.youtube.com/watch?v=JNfHh0YHM7Q</a></p> <p><b>Positive Human Impact on the Environment</b> Shows how people can improve ecosystems through sustainable actions. <a href="https://www.youtube.com/watch?v=0Puv0Pss33M">https://www.youtube.com/watch?v=0Puv0Pss33M</a></p> <p><b>Simple Ways to Protect the Environment</b> Practical, everyday steps for individuals and communities. <a href="https://www.youtube.com/watch?v=LVIKpRNSk8s">https://www.youtube.com/watch?v=LVIKpRNSk8s</a></p> <p><b>Summary</b> Human activities have both positive and negative effects on the environment. While pollution, deforestation, and waste mismanagement cause serious damage, responsible practices—like recycling, using renewable energy, and planting trees—help restore and protect ecosystems. By understanding their impact, trainees can make better choices that contribute to a sustainable and healthy environment.</p>
<b>LU 5.3.4: Conservation and Sustainability</b>	<p><b>Trainee will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define conservation and sustainability in simple terms.</li> <li>• Explain why conserving natural resources is important for future generations.</li> <li>• Identify sustainable practices individuals and businesses can adopt.</li> <li>• Demonstrate small actions that contribute to long-term environmental care.</li> </ul>	<p>Conservation and sustainability are at the heart of protecting our environment. These concepts guide how individuals, communities, and businesses can use resources wisely so that future generations can enjoy clean air, safe water, and a healthy planet. By understanding simple conservation methods and adopting sustainable habits, trainees can contribute to long-term environmental well-being.</p> <p><b>What Are Conservation and Sustainability?</b></p> <p><b>Conservation</b> Conservation means <b>protecting and using natural resources carefully</b>. This includes water, forests, soil, air, and wildlife. The goal is to avoid waste and prevent permanent damage to the environment.</p> <p><b>Sustainability</b> Sustainability means <b>meeting today's needs without harming the ability of future generations to meet theirs</b>. It involves choosing methods and materials that do not destroy or exhaust natural resources.</p>

		<p>Both concepts help ensure environmental balance and long-term survival for plants, animals, and humans.</p> <p><b>Why Conservation Matters for Future Generations</b></p> <p>Future generations depend on the decisions we make today. Overuse of water, cutting too many trees, pollution, and wasteful lifestyles put pressure on the earth's resources. If these resources run out or become damaged beyond repair, future communities will struggle to live healthy, safe, and productive lives.</p> <p>Conserving resources today means:</p> <ul style="list-style-type: none"> <li>• Protecting clean drinking water</li> <li>• Reducing air pollution and climate change</li> <li>• Keeping soil healthy for farming</li> <li>• Preserving forests and wildlife habitats</li> <li>• Ensuring energy resources last longer</li> </ul> <p>Sustainable actions today create a better world tomorrow.</p> <p><b>Sustainable Practices for Individuals and Businesses</b></p> <p><b>Sustainable Actions for Individuals</b></p> <p>Simple everyday habits make a big difference:</p> <ul style="list-style-type: none"> <li>• Turn off lights, fans, and appliances when not in use.</li> <li>• Use energy-efficient bulbs and devices.</li> <li>• Reduce water waste by fixing leaks and using water wisely.</li> <li>• Carry reusable bags, bottles, and containers.</li> <li>• Recycle paper, plastic, and metal waste.</li> <li>• Plant trees and participate in community clean-up drives.</li> <li>• Use public transport, walk, or cycle when possible.</li> </ul> <p><b>Sustainable Practices for Businesses</b></p> <p>Businesses also play a major role in environmental protection:</p> <ul style="list-style-type: none"> <li>• Adopt energy-efficient machines and renewable energy sources.</li> <li>• Reduce paper usage through digital documentation.</li> <li>• Properly dispose of industrial waste and follow environmental rules.</li> <li>• Use sustainable packaging (recyclable, biodegradable).</li> <li>• Encourage employees to follow green practices.</li> <li>• Support tree-planting and conservation initiatives.</li> </ul>
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		<p>When individuals and businesses work together, sustainability becomes achievable and impactful.</p> <p><b>Small Actions That Make a Big Difference</b></p> <p>Even simple steps can create long-term positive change:</p> <ul style="list-style-type: none"> <li>• Unplug chargers when not in use.</li> <li>• Reuse old items creatively instead of throwing them away.</li> <li>• Compost organic kitchen waste.</li> <li>• Collect rainwater for plants or cleaning.</li> <li>• Choose products with eco-friendly labels.</li> <li>• Share awareness with friends and family.</li> </ul> <p>These everyday practices build a culture of environmental responsibility.</p> <p><b>Helpful Free Videos / Online Resources</b></p> <p><b>Conservation and Sustainability Explained</b></p> <p>A simple video explaining key concepts with examples.</p> <p><a href="https://www.youtube.com/watch?v=1t_WJsEcyFM">https://www.youtube.com/watch?v=1t_WJsEcyFM</a></p> <p><b>Easy Sustainable Living Tips</b></p> <p>Practical habits for reducing waste and saving resources.</p> <p><a href="https://www.youtube.com/watch?v=g4U3sq4JbOs">https://www.youtube.com/watch?v=g4U3sq4JbOs</a></p> <p><b>How Individuals and Businesses Can Help the Planet</b></p> <p>Shows actions everyone can take to protect natural resources.</p> <p><a href="https://www.youtube.com/watch?v=xWZ4A-t1J1k">https://www.youtube.com/watch?v=xWZ4A-t1J1k</a></p> <p><b>Summary</b></p> <p>Conservation and sustainability ensure that natural resources are protected for future generations. By adopting simple, responsible habits—such as saving water, reducing waste, recycling, and using energy wisely—individuals and businesses can make a lasting positive impact. These small steps build a sustainable environment that supports healthy communities and a thriving planet.</p>
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**LU 5.3.5:  
Climate Change  
and Its Effects**

**Trainee will be able to:**

- Define climate change and explain its causes.
- Identify the effects of climate change at local and global levels.
- Recognize the role of individuals and businesses in reducing climate change impact.
- Propose small actions to help mitigate climate change.

**Understanding Climate Change**

Climate change refers to long-term changes in the Earth's temperature and weather patterns. While some natural changes occur over time, today's rapid climate change is mainly caused by human activities. Burning fuel, cutting trees, and releasing gases from industries and vehicles trap heat in the atmosphere, causing the planet to warm faster than it should.

**Causes of Climate Change**

- Burning fossil fuels (petrol, diesel, coal, natural gas)
- Deforestation and land clearing
- Industrial emissions and smoke from factories
- Agricultural activities that release methane
- Poor waste management and burning garbage

These actions increase greenhouse gases in the air, leading to a rise in global temperature.

**Effects of Climate Change (Global and Local)**

Climate change affects every country, including Pakistan. Some of the major impacts include:

**Global impacts:**

- Rising temperatures around the world
- Melting glaciers and increasing sea levels
- More frequent storms, floods, heatwaves, and droughts

**Local impacts in Pakistan:**

- Intense heatwaves, especially in major cities
- Erratic monsoon patterns and heavy flooding
- Water shortages affecting homes and agriculture
- Lower crop yield due to temperature changes
- Health issues like heatstroke and respiratory problems

These effects disrupt daily life, hurt businesses, and put communities at risk.

**Reducing Climate Change Risks**

Both individuals and organizations can play an important role in reducing climate change effects.

**Individual actions:**

- Save electricity by turning off fans and lights

- Reduce plastic use and avoid burning waste
- Plant trees and protect green areas
- Use public transport or walk for short distances

**Business actions:**

- Use energy-efficient appliances
- Manage waste properly and recycle where possible
- Reduce paper use and adopt digital systems
- Support environmental protection initiatives

Small actions, when practiced consistently, help lower greenhouse gases and protect the planet.

**Helpful Free Videos / Online Resources**

**Climate Change for Beginners**

Simple explanation of causes and effects.

[https://www.youtube.com/watch?v=3CM\\_KkDuzGQ](https://www.youtube.com/watch?v=3CM_KkDuzGQ)

**How Human Activities Affect Climate**

Shows real examples of climate-related changes.

<https://www.youtube.com/watch?v=Vut14-lqRpo>

**Local Impacts of Climate Change in South Asia**

Explains climate effects in countries like Pakistan.

<https://www.youtube.com/watch?v=zAuvvKcQ2Zk>

**Summary**

Climate change is a global issue with serious local consequences. Understanding its causes and impacts helps trainees make responsible choices. By adopting simple daily habits—saving energy, reducing waste, and supporting greener practices—individuals and organizations can significantly reduce environmental damage and contribute to a healthier planet.

**LU 5.3.6:  
How to  
Contribute to  
Environmental  
Protection?**

**Trainee will be able to:**

- Explain the role of individuals, businesses, and communities in protecting the environment.
- Identify simple, practical steps for environmental protection.

**Understanding Environmental Protection**

Environmental protection means taking steps to preserve natural resources, reduce pollution, and keep the environment healthy for future generations. Every person, business, and community has a role in reducing damage to the environment. By making conscious choices, we can protect water, air, land, and living organisms from harm.

	<ul style="list-style-type: none"> <li>• Demonstrate how entrepreneurs can integrate eco-friendly practices into their work.</li> <li>• Commit to at least one personal action toward protecting the environment.</li> </ul>	<p><b>Roles of Individuals, Businesses, and Communities</b>  <b>Individuals</b> can make daily lifestyle choices that reduce pollution and waste.  <b>Businesses</b> can run operations responsibly and adopt eco-friendly practices.  <b>Communities</b> can work together to protect shared spaces and raise awareness.  Each level of action contributes to long-term environmental sustainability.</p> <p><b>Simple Practical Steps for Environmental Protection</b>  Everyone—students, workers, entrepreneurs—can take small actions such as:</p> <ul style="list-style-type: none"> <li>• Saving electricity by switching off lights, fans, and unused appliances</li> <li>• Reducing, reusing, and recycling materials</li> <li>• Using cloth bags instead of plastic</li> <li>• Avoiding burning garbage and disposing of waste properly</li> <li>• Conserving water by fixing leaks and using water carefully</li> <li>• Planting trees and protecting plants in the neighborhood</li> </ul> <p>These habits help reduce pollution and support cleaner, healthier environments.</p> <p><b>Eco-Friendly Practices for Entrepreneurs</b>  Entrepreneurs can integrate sustainable practices into their businesses by:</p> <ul style="list-style-type: none"> <li>• Choosing energy-efficient equipment</li> <li>• Reducing paper use through digital systems</li> <li>• Offering products made from recycled or eco-friendly materials</li> <li>• Managing waste properly and avoiding harmful chemicals</li> <li>• Encouraging customers to adopt green habits</li> <li>• Designing services that support environmental care (e.g., repair shops, recycling services, organic products)</li> </ul> <p>Environment-friendly businesses build trust, reduce costs, and contribute to community well-being.</p> <p><b>Helpful Free Videos / Online Resources</b>  <b>Simple Ways to Protect the Environment</b>  Shows easy actions individuals can take daily.  <a href="https://www.youtube.com/watch?v=OgHp03RRTDs">https://www.youtube.com/watch?v=OgHp03RRTDs</a>  <b>Eco-Friendly Business Ideas</b>  Explains how entrepreneurs can support sustainability.  <a href="https://www.youtube.com/watch?v=3h4i7w5U6Ew">https://www.youtube.com/watch?v=3h4i7w5U6Ew</a></p>
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		<p><b>Community Efforts for Environmental Care</b></p> <p>Highlights how groups can work together to protect the environment.</p> <p><a href="https://www.youtube.com/watch?v=m3-yT2KwIBA">https://www.youtube.com/watch?v=m3-yT2KwIBA</a></p> <p><b>Summary</b></p> <p>Environmental protection begins with simple everyday choices. Individuals, businesses, and communities all play important roles in creating a cleaner and safer environment. By saving resources, reducing waste, and adopting eco-friendly habits, trainees can contribute to long-term sustainability. Even one small personal commitment—such as reducing plastic use or saving energy—can make a meaningful difference.</p>
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## 7. Trainer Qualification Level:

Category	Qualification/Criteria
Academic Qualification	DAE/Bachelor's Degree in IT, Computer Science, Computer Engineering, Marketing, Business Administration or related field
Experience	Minimum 2–3 years of industry experience in digital marketing, social media advertising, or freelance digital services
Technical Skills	Proficiency in Google Ads, Google Analytics, Facebook/Instagram Ads Manager, Canva, SEO tools (e.g., Ubersuggest), Email Marketing Tools
Instructional Skills	Knowledge of Competency-Based Training (CBT) & Assessment; ability to deliver skill-oriented training

## 8. Assessment Structure:

Since this training is fast-track & skill-oriented, therefore special mode of assessment is recommended as under:

Component	Marks	Passing Criteria
Theory (MCQs + Short Questions)	30	50% (15 marks)
Practical (Capstone + Presentation)	70	60% (42 marks)
Total	100	To be eligible for the Certificate of Competency in Digital Marketing, trainees must maintain at least 75% attendance and successfully pass both the theory and practical components of the assessment.

## 9. Recommended Books & Readings:

1. Social Media Marketing All-in-One for Dummies – Zimmerman & Sahlin
2. Google Ads for Beginners – Cory Rabazinsky
3. Upwork Terms of Service (<https://www.upwork.com/legal#terms>)
4. Fiverr Community Standards (<https://www.fiverr.com/community/standards>)

## 10. Recommended Software/Tools:

- Google Ads, Google Analytics, Google My Business
- Meta Ads Manager (Facebook/Instagram)
- Canva / Adobe Express
- Ubersuggest, Google Keyword Planner
- Zoom / Google Meet (for virtual client roleplays)

## 11. Online Resources:

- Learn Freelancing with Hisham Sarwar ([https://youtube.com/playlist?list=PLHi\\_NUJDIGWIU1-pPxaiVLNFwtX2Z2wwJ&si=h9TMMToYLAqSE3H\\_](https://youtube.com/playlist?list=PLHi_NUJDIGWIU1-pPxaiVLNFwtX2Z2wwJ&si=h9TMMToYLAqSE3H_))
- Google Digital Garage (<https://learndigital.withgoogle.com/digitalgarage>)
- Meta Blueprint (Facebook Ads) (<https://www.facebook.com/business/learn>)
- Google Skillshop – Ads & Analytics (<https://skillshop.withgoogle.com/>)
- Canva Design School (<https://www.canva.com/designschool/>)
- Fiverr Learn & Community (<https://www.fiverr.com/community/standards>)
- Upwork Help & Academy (<https://www.upwork.com/resources>)



## KP-RETP – Component 2: Classroom SECAP Evaluation Checklist

### Purpose:

To ensure that classroom-based skills and entrepreneurship trainings under KP-RETP are conducted in an environmentally safe, socially inclusive, and climate-resilient manner, in line with the Social, Environmental, and Climate Assessment Procedures (SECAP).

Evaluator: \_\_\_\_\_

Training Centre / Location: \_\_\_\_\_

Trainer: \_\_\_\_\_

Date: \_\_\_\_\_



# Project Management Unit

## Khyber Pakhtunkhwa Rural Economic Transformation Project

P&D Department, Government of Khyber Pakhtunkhwa



Category	Evaluation Points	Status		Remarks /Recommendation
		Yes	NO	
Social Safeguards	Is the training inclusive (equal access for women, youth, and vulnerable groups)?			
	Does the classroom environment ensure safety and dignity for all participants (no harassment, discrimination, or child Labor)?			
	Are Gender considerations integrated into examples, discussions, and materials?			
	Is the Grievance Redress Mechanism (GRM) process, along with the relevant contact number, clearly displayed in the classroom			
	Are the Facilities and activities being accessible and inclusive for specially-abled			





# Project Management Unit

## Khyber Pakhtunkhwa Rural Economic Transformation Project

P&D Department, Government of Khyber Pakhtunkhwa



	(persons with disabilities)			
<b>Environmental Safeguards</b>	Is the classroom clean, ventilated, and free from pollution or hazardous materials?			
	Is there proper waste management (bins, no littering)			
	Are materials used in practical sessions environmentally safe (non-toxic paints, safe disposal of wastes)?			
	Are lights, fans, and equipment turned off when not in use (energy conservation)?			
<b>Climate Resilience</b>	Are trainees oriented on how their skills link with climate-friendly practices (e.g., renewable energy, efficient production, recycling)?			
	Are trainers integrating climate-smart examples in teaching content?			
	Are basic health and safety measures			



## Project Management Unit

### Khyber Pakhtunkhwa Rural Economic Transformation Project

#### P&D Department, Government of Khyber Pakhtunkhwa



	available (first aid kit, safe exits, fire safety)?			
	Is the trainer using protective gear or demonstrating safe tool use (where relevant)?			
<b>Institutional Aspects</b>	Is SECAP awareness shared with trainees (via short briefing, posters, or examples)?			
	Are trainees encouraged to report unsafe, unfair, or environmentally harmful practices?			
<b>Overall Compliance</b>	Overall SECAP compliance observed	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low		

#### Overall remarks/ recommendations

Name	Designation	Signature	Date