

Instruction Sheet for the Candidate

Qualification	Brand Journalist (Content Writing)
Competency Standard	Create Content for the Brand
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Write for the Press • Write for the Public • Keep the media/ followers updated
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Write for the Press</p> <ol style="list-style-type: none"> 1. Create journalistic content to inform the press about the latest products/developments in the brand 2. Conduct interviews of the brand ambassador 3. Send the press release among different media houses 4. Ensure that the content is published 5. Share the promotions with the client. <p>Write for the Public</p> <ol style="list-style-type: none"> 1. Produce success stories of the brand 2. Write brand stories about idea generation 3. Record customer feedback about the product. 4. Share these stories on social media. <p>Keep the media/ followers updated</p> <ol style="list-style-type: none"> 1. Issue press release of every new development 2. Inform media before time to meet the media deadline 3. Keep the followers updated on the social media 4. Set a countdown before the launch of the product 5. Keep record of positive feedback and turn it into a story 6. Respond to the negative comments and promptly address the concern

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Brand Journalist (Content Writing)
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Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Write for the Press Write for the Public Keep the media/ followers updated

I can.....

Performance Criteria	Yes	No
1. Create journalistic content to inform the press about the latest products/developments in the brand	<input type="checkbox"/>	<input type="checkbox"/>
2. Conduct interviews of the brand ambassador	<input type="checkbox"/>	<input type="checkbox"/>
3. Send the press release among different media houses	<input type="checkbox"/>	<input type="checkbox"/>
4. Ensure that the content is published	<input type="checkbox"/>	<input type="checkbox"/>
5. Share the promotions with the client.	<input type="checkbox"/>	<input type="checkbox"/>
6. Produce success stories of the brand	<input type="checkbox"/>	<input type="checkbox"/>
7. Write brand stories about idea generation	<input type="checkbox"/>	<input type="checkbox"/>
8. Record customer feedback about the product.	<input type="checkbox"/>	<input type="checkbox"/>
9. Share these stories on social media.	<input type="checkbox"/>	<input type="checkbox"/>
10. Issue press release of every new development	<input type="checkbox"/>	<input type="checkbox"/>
11. Inform media before time to meet the media deadline	<input type="checkbox"/>	<input type="checkbox"/>
12. Keep the followers updated on the social media	<input type="checkbox"/>	<input type="checkbox"/>
13. Set a countdown before the launch of the product	<input type="checkbox"/>	<input type="checkbox"/>
14. Keep record of positive feedback and turn it into a story	<input type="checkbox"/>	<input type="checkbox"/>
15. Respond to the negative comments and promptly address the concern	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Brand Journalist (Content Writing)
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Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Search the brand and its products Promote the Brand Develop trust in the brand 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Create journalistic content to inform the press about the latest products/developments in the brand			
2.	Conduct interviews of the brand ambassador			
3.	Send the press release among different media houses			
4.	Ensure that the content is published			
5.	Share the promotions with the client.			
6.	Produce success stories of the brand			
7.	Write brand stories about idea generation			
8.	Record customer feedback about the product.			
9.	Share these stories on social media.			
10.	Issue press release of every new development			
11.	Inform media before time to meet the media deadline			
12.	Keep the followers updated on the social media			
13.	Set a countdown before the launch of the product			
14.	Keep record of positive feedback and turn it into a story			
15.	Respond to the negative comments and promptly address the concern			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Brand Journalist (Content Writing)
Competency Standard	Create Content for the Brand
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	What is your understanding with social media platforms?		
2.	Define Intrapersonal skills?		
3.	What is your knowledge about journalistic writing?		

Feedback to the Candidate	
Candidate's Signature_____ Assessor's Signature _____	