

Instruction Sheet for the Candidate

Qualification	Email and Newsletter Developer (Content Writing)
Competency Standard	<ol style="list-style-type: none"> 1. Write professional emails 2. Perform Editing and Proofreading 3. Finalize the design of a newsletter
Purpose of Assessment	Summative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 04 Hrs. time frame (for practical demonstration & assessment):</p> <p>Compose a professional email and design a company's newsletter as per marketing strategy.</p>
Time: 04 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p>Compose a professional email and design a company's newsletter as per marketing strategy.</p>
Minimum Evidence Required	<p>Compose a professional email and design a company's newsletter as per marketing strategy.</p> <ol style="list-style-type: none"> 1. Setup an email account. 2. Demonstrate the steps for setting up an email account. 3. Identify errors while configuring an email account. 4. Secure Email ID by setting up powerful password. 5. Choose the subject of the email 6. Add proper salutation. 7. Write full message into the body section. 8. Keep the email concise. 9. Add closing to the email. 10. Add digital automated signature 11. Perform proofreading on composed email. 12. Use AutoCorrect Feature. 13. Attach the file with the email 14. Send email 15. Prepare Company's Newsletter layout 16. Write an eye-catching subject-line and preheader text. 17. Add top quality featured content for the company's newsletter. 18. Add compelling content for Company's Newsletter. 19. Add engaging graphics to the newsletter. 20. Add social links to the newsletter. 21. Use "Call to Action" Buttons.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Email and Newsletter Developer (Content Writing)
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Purpose of Assessment	Summative Assessment
Assessment Task	Compose a professional email and design a company's newsletter as per marketing strategy.

I can.....

Performance Criteria	Yes	No
1. Setup an email account.	<input type="checkbox"/>	<input type="checkbox"/>
2. Demonstrate the steps for setting up an email account.	<input type="checkbox"/>	<input type="checkbox"/>
3. Identify errors while configuring an email account.	<input type="checkbox"/>	<input type="checkbox"/>
4. Secure Email ID by setting up powerful password.	<input type="checkbox"/>	<input type="checkbox"/>
5. Give the subject of the email	<input type="checkbox"/>	<input type="checkbox"/>
6. Add proper salutation	<input type="checkbox"/>	<input type="checkbox"/>
7. Write message into the body section.	<input type="checkbox"/>	<input type="checkbox"/>
8. Keep the email concise.	<input type="checkbox"/>	<input type="checkbox"/>
9. Add closing to the email.	<input type="checkbox"/>	<input type="checkbox"/>
10. Add digital automated signature	<input type="checkbox"/>	<input type="checkbox"/>
11. Perform proofreading on composed email.	<input type="checkbox"/>	<input type="checkbox"/>
12. Use AutoCorrect Feature	<input type="checkbox"/>	<input type="checkbox"/>
13. Attach the file with the email	<input type="checkbox"/>	<input type="checkbox"/>
14. Send email	<input type="checkbox"/>	<input type="checkbox"/>
15. Prepare Company's Newsletter layout	<input type="checkbox"/>	<input type="checkbox"/>
16. Write an eye-catching subject-line and preheader text	<input type="checkbox"/>	<input type="checkbox"/>
17. Add top quality featured content for the company's newsletter	<input type="checkbox"/>	<input type="checkbox"/>
18. Add compelling content for Consumer Newsletter.	<input type="checkbox"/>	<input type="checkbox"/>
19. Add engaging graphics to the newsletter.	<input type="checkbox"/>	<input type="checkbox"/>

20. Add social links to the newsletter	<input type="text"/>	<input type="text"/>
21. Use "Call to Action" Buttons	<input type="text"/>	<input type="text"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Email and Newsletter Developer (Content Writing)
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Purpose of Assessment	Summative 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		Compose a professional email and design a company's newsletter as per marketing strategy.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Setup an email account.			
2.	Demonstrate the steps for setting up an email account.			
3.	Identify errors while configuring an email account.			
4.	Secure Email ID by setting up powerful password.			
5.	Give the subject of the email			
6.	Add proper salutation			
7.	Write full message into the body section.			
8.	Keep the email concise.			
9.	Add closing to the email.			
10.	Add digital automated signature			
11.	Perform proofreading on composed email.			
12.	Use AutoCorrect Feature			
13.	Attach the file with the email			
14.	Send email			
15.	Prepare Company's Newsletter layout			
16.	Write an eye-catching subject-line and preheader text			
17.	Add top quality featured content for the company's newsletter			

18.	Add compelling content for Consumer Newsletter.			
19.	Add engaging graphics to the newsletter.			
20.	Add social links to the newsletter			
21.	Use “Call to Action” Buttons			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Email and Newsletter Developer (Content Writing)
Competency Standard	1. Write professional emails 2. Perform Editing and Proofreading 3. Finalize the design of a newsletter
Purpose of Assessment	Summative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> 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.	Describe importance of subject line in an email?		
2.	What is the difference between Gmail and Outlook?		
3.	What do you mean by "Newsletter Subscriber"?		

4.	What type of content is preferred for creating an attractive newsletter?		
5.	What is email "Send to Group" option.		

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