

Instruction Sheet for the Candidate

Qualification	Brand Journalist (Content Writing)
Competency Standards	<ol style="list-style-type: none"> 1. Create Brand Awareness 2. Create Content for Brand 3. Ensure Internal Communication
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>Run a campaign to ensure brand awareness among masses, Design and create promotions for the brand and ensure internal communication.</p>
Time: 04 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p>Run a campaign to ensure brand awareness among masses, Design and create promotions for the brand and ensure internal communication.</p>
Minimum Evidence Required	<p>Run a campaign to ensure brand awareness among masses, Design and create promotions for the brand and ensure internal communication.</p> <ol style="list-style-type: none"> 1. Design brand slogan 2. Design logo 3. Design brand promotions 4. Write blogs promoting the brand 5. Create social media posts for the brand 6. Create ads for TV and print-media 7. Calling / texting among team members 8. Communication between brand owners and advertisers

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Brand Journalist (Content Writing)
Competency Standard	1. Create Brand Awareness 2. Create Content for Brand 3. Ensure Internal Communication
Purpose of Assessment	Summative Assessment
Assessment Task	Run a campaign to ensure brand awareness among masses, Design and create promotions for the brand and ensure internal communication.

I can.....

Performance Criteria	Yes	No
1. Design brand slogan	<input type="checkbox"/>	<input type="checkbox"/>
2. Design logo	<input type="checkbox"/>	<input type="checkbox"/>
3. Design brand promotions	<input type="checkbox"/>	<input type="checkbox"/>
4. Write blogs promoting the brand	<input type="checkbox"/>	<input type="checkbox"/>
5. Create social media posts for the brand	<input type="checkbox"/>	<input type="checkbox"/>
6. Create ads for TV and print-media	<input type="checkbox"/>	<input type="checkbox"/>
7. Calling / texting among team members	<input type="checkbox"/>	<input type="checkbox"/>
8. Communication between brand owners and advertisers	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Brand Journalist (Content Writing)
Competency Standards	1. Create Brand Awareness 2. Create Content for Brand 3. Ensure Internal Communication
Purpose of Assessment	Summative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ 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: _____

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	Run a campaign to ensure brand awareness among masses, Design and create promotions for the brand and ensure internal communication.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Design brand slogan			
2.	Design logo			
3.	Design brand promotions			
4.	Write blogs promoting the brand			
5.	Create social media posts for the brand			
6.	Create ads for TV and print-media			
7.	Calling / texting among team members			
8.	Communication between brand owners and advertisers			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Brand Journalist (Content Writing)
Competency Standard	1. Create Brand Awareness 2. Create Content for Brand 3. Ensure Internal Communication
Purpose of Assessment	Summative 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.	How you can choose a slogan for a brand?		
2.	Name at least three major elements of promotional ad?		
3.	Define brand awareness?		

4.	Name two brands relevant to the given task?		

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