



Facilitator Guide & Lesson Plan

For

Lead Generation with Social Media

SFw Inbound Marketing

RET-OTO-4003-1.1

SFw Social Media Marketing

RET-OTO-4006-1.1



1. Version Control Record

Version	Effective Date	Changes	Author
1.0		First Edition	Jared Loh



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2. Introduction

2.1 Programme Overview

"Lead Generation with Social Media" is a module under the Retail Skills Framework (SFw). The competency information for the module is as follows:

TSC		ach and Traffic isation	Outreach and Traffic Optimisation			
Category	Optim	ISAUOTI				
тѕс	Inboui	nd Marketing	Socia	al Media Management		
TSC Description	the organized service quality contervideos whitepproduction market contercustor	t people to and promote ganisation's products and es through creating to customer-centric and, for blogs, podcasts, so eBooks, newsletters, papers, SEO, physical cts, social media eting, and other forms of an marketing to attract mers through the different is of the purchase funnel	Leverage various social networking platforms to deliver the organisation's value propositions as well as contextual and targeted messaging based on real-time customer insights to engage in two-way communication with prospects and customers			
		Level 4		Level 4		
	RET-CHG-4003-1.1			RET-OTO-4006-1.1		
	Implement integrated inbound		Cascade social media			
	marketing strategies to attract		management strategies aimed at			
TSC	prospects, manage the content		customer acquisition, engagement,			
Proficiency	creation and curation processes		loyalty and conversion via social			
Description	and review effectiveness of		media platforms, define metrics			
	inbound marketing strategy		and guide the analysis on performance of social media			
	implementation		management campaigns to identify			
				opportunities for improvement		
	117.4	Organization's inbound		Mechanics of social media		
	IK1	marketing strategies	SK1	platforms		
Knowledge		Organization's overall		Key considerations of social		
Tallowledge	marketing strategy	SK2	media customer relationship management			
		Customer decision journey		Techniques of social media		



	IK4	Organization-wide policies and guidelines related to inbound marketing strategies	SK4	Concepts and principles of social media budget management
	IK5	Content creation and curation guidelines	SK5	Methodologies in social media analytics and measuring ROI
	IK6	Practices related to inbound marketing strategy implementation	SK6	Social Media management strategies aimed at social media networks customer acquisition, engagement, loyalty and conversion
	IK7	Processes involved in converting prospects into leads	SK7	Customer behaviours, interests and demographics
	IK8	Processes involved in content creation and curation across channels and media platforms	SK8	Concepts in social media campaign management
	IK9	Criteria for evaluating effectiveness of inbound marketing strategy implementation	SK9	Types of customer social media posts
	IA1	Translate inbound marketing strategy into inbound marketing implementation plans	SA1	Develop marketing content to socialise and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
	IA2	Drive a customer-centric information sharing and value-creation culture with-in the organisation	SA2	Report on social media activities and provide recommendations for continuous improvement of social media use
Abilities	IA3	Recommend areas for improvement for a robust inbound marketing strategy implementation	SA3	Conduct analysis on performance of social media management campaigns and recommend opportunities for improvement
	IA4	Manage the content creation and curation processes across channels and media platforms	SA4	Concepts and principles of social media budget management
	IA5	Lead customers through the customer decision processes	SA5	Monitor customer responses, reviews, comments across social network platforms based on customer relationship management policies



implementation and effectiveness in generating leads and conversions
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2.2 Target Audience

- Executive/Managerial level staff from various industries who already have some skills in using the computer, tablet and smartphone and have relevant industry experience in customer retention and relationship programmes.
- Individuals who are keen to find a job and be employed.
- Working professionals in the Retail industry who wish to upgrade their skills and knowledge to obtain an industry recognized certification.
- Individuals who wish to change their career and enter an industry of their interest.

2.3 Assumed Attitude, Skills and Knowledge

Candidates are assumed to possess the following:

<u>Assumed attitude:</u> Leaners have the desire and drive to grow are always improving themselves. They love challenging themselves and constantly being better than they were yesterday. They are keen to learn the knowledge and skills to improve and use the skills acquired for their work.

<u>Assumed skills:</u> Learners are able to perform basic functions on a smartphone or tablet. They have the ability to surf the web using a web browser to find information and install apps in their smartphones or tablets.

<u>Assumed knowledge:</u> Learners are assumed to have a lot of experience in life. Hence, they would have acquired knowledge in their domain of expertise through their many years of working experience.

Potential learners who do not possess the assumed knowledge and skills should not be precluded from training. However, it is recommended they are counselled and advised on suitable preparatory courses or on the job training that they could undertake to improve their ability to benefit from the module.

2.4 Facilitator to Learner Ratio

Ideal ratio is 1:16. The minimum class size is 6, and the maximum is 20.

2.5 Logistics Resources

- Case Study
- Internet Access
- Computer with PowerPoint
- Flipcharts



- ProjectorScreen
- Markers
- Desks
- Chairs



2.6 Competency-based Assessment

The Retail Skills Framework follows the four principles of assessment of validity, reliability, flexibility and fairness, and the four rules of evidence of authenticity, validity, sufficiency and currency in its assessment plan.

The final assessment for the units in the Retail Skills Framework is based on a "Competent" or "Not Yet Competent" basis. Candidates will have to meet the minimum of 75% attendance criteria, and 100% of assessment criteria to be certified "Competent" for the module. A Statement of Attainment (S.O.A.) is awarded to candidates who have been certified "Competent".

Flow of Assessment Activities

There is a total of 1 Portfolio (PF) and 1 Practical Performance (PF). The assessments will be held throughout the course at appropriate times. Details can be found in the Assessment Plan.

2.7 Total training hours

Classroom Training	Assessment Hours	Total Module
Hours		Hours
Day 1: 8.5hrs	Day 2:	46hrs
	30min (CS)	
Day 2: 8hrs		
	Day 4:	
Day 3: 8.5hrs	30min (CS)	
Day 4: 8hrs	Day 5:	
	30min (CS)	
Day 5: 8hrs		
	Day 6:	
Day 6: 3hrs	30min (PJ with OI)	



3. Lesson Plan

Time	Content/ Activity	Instructional	Resources					
		Methods		Criteria				
	DAY 1							
0900-0				<insert< td=""></insert<>				
930				LO and				
(30min)				their				
				mapped				
				K/A				
				Statement				
				shere>				
				E.g.				
				below				
0930-1		Lecture	Slides	LO1				
000				CA2				
(30min)								
				LO4				
				CK5				
1000.1		11	Oli da a	CK7				
1000-1		Lecture	Slides	LO9				
030				PA4				
(30min)		Locturo	Clidoo	PA5				
1030-1 100		Lecture	Slides	LO9 PA2				
(30min)				PA4				
(3011111)				PA5				
1100-111	lo Tea break (10min)			[1 A3				
1110-1	Tou broak (Tolling)	Lecture,	Slides,	LO8				
140		Class	Learner	PA1				
(30min)		Discussion	Guide	PA2				
(0011111)		Bioddolon		' ' _				
				LO7				
				PA3				
				CA4				
				LO9				
				PA4				
				PA5				
				PA6				



1140-1 210 (30min)		Presentation, Demonstration, Class discussion, Group Presentation		LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1210-1 240 (30min)		Demonstration	Screen Mirror	LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1240-1 310 (30min)		Class Discussion, Demonstration		LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
	50 Lunch (40min)			
1350-1 420 (30min)		Lecture	Slides	LO9 PA4
1420-1 450 (30min)		Demonstration, Class discussion, group Presentation	Screen Mirror	LO8 PA1 PA2 LO7



			PA3
			CA4
			LO9
			PA4
			PA5
			PA6
1450-1	Demonstration,	Screen	LO8
520	Class	Mirror	PA1
(30min)	discussion,		PA2
	group		
	Presentation		LO7
			PA3
			CA4
			0/14
			LO9
			I I
			PA4
			PA5
			PA6
1520-1			LO7
EEO			PK1
550			' ' '
(30min)			1 1 1 1
(30min)	Lecture	Slides	LO7
(30min) 1550-1600 Tea break (10min)	Lecture Class	Slides	
(30min) 1550-1600 Tea break (10min) 1600-1 630	Class	Slides	LO7 PK3
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min)	Class discussion		LO7 PK3 PK5
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1	Class discussion Lecture	Slides,	LO7 PK3
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700	Class discussion Lecture Class	Slides, Screen	LO7 PK3 PK5 LO7
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min)	Class discussion Lecture Class discussion	Slides, Screen Mirror	LO7 PK3 PK5 LO7
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1	Class discussion Lecture Class discussion Demonstration,	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class	Slides, Screen Mirror	LO7 PK3 PK5 LO7 PK1 LO8 PA1
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1	Class discussion Lecture Class discussion Demonstration, Class discussion,	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion,	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4 LO9
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730 (30min)	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4
1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730 (30min) 1730-1 1730-1 1	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5
(30min) 1550-1600 Tea break (10min) 1600-1 630 (30min) 1630-1 700 (30min) 1700-1 730 (30min) 1700-1	Class discussion Lecture Class discussion Demonstration, Class discussion, group	Slides, Screen Mirror Screen	LO7 PK3 PK5 LO7 PK1 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5



1800-1				-		
830						
(30min)						
	End of Day 1					

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteri a			
	DAY 2						
0900-0							
930							
(30min)							
0930-1		Lecture	Slides	LO1			
000				CA2			
(30min)				LO4			
				CK5			
				CK7			
1000-1		Lecture	Slides	LO9			
030				PA4			
(30min)				PA5			
1030-1		Lecture	Slides	LO9			
100				PA2			
(30min)				PA4			
				PA5			
	0 Tea break (10min)						
1110-1		Lecture,	Slides,	LO8			
140		Class	Learner	PA1			
(30min)		Discussion	Guide	PA2			
				LO7			
				PA3			
				CA4			
				LO9			
				PA4			
				PA5			
				PA6			
1140-1		Presentation,	-	LO8			
210		Demonstration,		PA1			
(30min)		Class		PA2			
		discussion,					
		Group		LO7			
		Presentation					



				PA3
				CA4
				LO9
				PA4
				PA5
				PA6
1210-1		Demonstration	Screen	LO8
240			Mirror	PA1
(30min)				PA2
				LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6
1240-1		Class	-	LO8
310		Discussion,		PA1
(30min)		Demonstration		PA2
				LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6
1310-13	50 Lunch (40min)			
1350-1		Lecture	Slides	LO9
420				PA4
(30min)				
1420-1		Demonstration,	Screen	LO8
450		Class	Mirror	PA1
(30min)		discussion,		PA2
		group		
		Presentation		LO7
				PA3
				CA4
				LO9
				PA4



Т	1	ı	
			PA5
			PA6
1450-1	Demonstration,	Screen	LO8
520	Class	Mirror	PA1
(30min)	discussion,		PA2
	group		
	Presentation		LO7
			PA3
			CA4
			LO9
			PA4
			PA5
			PA6
1520-1			LO7
550			PK1
(30min)			
1550-1600 Tea break (10min)			
1600-1	Lecture	Slides	LO7
630	Class		PK3
(30min)	discussion		PK5
1630-1	Lecture	Slides,	LO7
700	Class	Screen	
(30min)	discussion	Mirror	PK1
1700-1	Demonstration,	Screen	LO8
730	Class	Mirror	PA1
(30min)	discussion,		PA2
	group		
	Presentation		LO7
			PA3
			CA4
			LO9
			PA4
			PA5
			PA6
1730-1			
800			
(30min)			
1800-1			_
			-
830			
830 (30min)			



Time	Content/ Activity	Instructional Methods	Resources	Skill Criteri
				а
0000	DAY 3		Γ	
0900-0 930 (30min)				
0930-1 000 (30min)		Lecture	Slides	LO1 CA2
,				LO4 CK5 CK7
1000-1 030 (30min)		Lecture	Slides	LO9 PA4 PA5
1030-1 100 (30min)		Lecture	Slides	LO9 PA2 PA4 PA5
1100-111	0 Tea break (10min)			
1110-1 140 (30min)		Lecture, Class Discussion	Slides, Learner Guide	LO8 PA1 PA2
				LO7 PA3 CA4
				LO9 PA4 PA5 PA6
1140-1 210 (30min)		Presentation, Demonstration, Class discussion,	-	LO8 PA1 PA2
		Group Presentation		LO7 PA3 CA4
				LO9 PA4 PA5 PA6



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1210-1	Demonstration	Screen	LO8
240		Mirror	PA1
			PA2
(30min)			FAZ
			LO7
			PA3
			CA4
			1.00
			LO9
			PA4
			PA5
			PA6
1240-1	Class	_	LO8
310			PA1
	Discussion,		
(30min)	Demonstration		PA2
			LO7
			PA3
			CA4
			0, ()
			_
			LO9
			PA4
			PA5
			PA6
1310-1350 Lunch (40min)			
1310-1350 Lunch (40min)	Lecture	Slides	PA6
1350-1	Lecture	Slides	PA6 LO9
	Lecture	Slides	PA6
1350-1 420	Lecture	Slides	PA6 LO9
1350-1 420 (30min)			LO9 PA4
1350-1 420 (30min) 1420-1	Demonstration,	Screen	LO9 PA4
1350-1 420 (30min) 1420-1 450			LO9 PA4 LO8 PA1
1350-1 420 (30min) 1420-1 450	Demonstration, Class	Screen	LO9 PA4 LO8 PA1
1350-1 420 (30min) 1420-1	Demonstration, Class discussion,	Screen	LO9 PA4
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion,	Screen	LO9 PA4 LO8 PA1
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5
1350-1 420 (30min) 1420-1 450	Demonstration, Class discussion, group	Screen	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4
1350-1 420 (30min) 1420-1 450 (30min)	Demonstration, Class discussion, group Presentation	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6
1350-1 420 (30min) 1420-1 450 (30min)	Demonstration, Class discussion, group Presentation Demonstration,	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6 LO8
1350-1 420 (30min) 1420-1 450 (30min) 1450-1 520	Demonstration, Class discussion, group Presentation Demonstration, Class	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6 LO8 PA1
1350-1 420 (30min) 1420-1 450 (30min) 1450-1 520	Demonstration, Class discussion, group Presentation Demonstration, Class	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6 LO8 PA1
1350-1 420 (30min) 1420-1 450 (30min)	Demonstration, Class discussion, group Presentation Demonstration, Class discussion,	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6 LO8
1350-1 420 (30min) 1420-1 450 (30min) 1450-1 520	Demonstration, Class discussion, group Presentation Demonstration, Class discussion, group	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6 LO8 PA1 PA2
1350-1 420 (30min) 1420-1 450 (30min) 1450-1 520	Demonstration, Class discussion, group Presentation Demonstration, Class discussion,	Screen Mirror	LO9 PA4 LO8 PA1 PA2 LO7 PA3 CA4 LO9 PA4 PA5 PA6 LO8 PA1



				PA3
				I I
				CA4
				LO9
				PA4
				PA5
1500 1				PA6
1520-1				LO7
550				PK1
(30min)				
	00 Tea break (10min)			•
1600-1		Lecture	Slides	LO7
630		Class		PK3
		discussion		PK5
(30min)			Olidaa	
1630-1		Lecture	Slides,	LO7
700		Class	Screen	
(30min)		discussion	Mirror	PK1
1700-1		Demonstration,	Screen	LO8
730		Class	Mirror	PA1
(30min)		discussion,		PA2
(00111111)				' ' \
		group		
		Presentation		LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				l
4700.4				PA6
1730-1				
800				
(30min)				
1800-1				-
830				
(30min)				
(3011111)	End of Day 2			
End of Day 3				

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteri a
	DAY 4			
0900-0				
930				
(30min)				



0930-1		Lecture	Slides	LO1
000				CA2
(30min)				
(00111111)				LO4
				l I
				CK5
				CK7
1000-1		Lecture	Slides	LO9
030				PA4
(30min)				PA5
1030-1		Lecture	Slides	LO9
		LCCiuic	Ollacs	l I
100				PA2
(30min)				PA4
				PA5
1100-111	0 Tea break (10min)			
1110-1		Lecture,	Slides,	LO8
140		Class	Learner	PA1
(30min)		Discussion	Guide	PA2
(30111111)		Discussion	Guide	
				LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6
4440.4		D (()		
1140-1		Presentation,	-	LO8
210		Demonstration,		PA1
(30min)		Class		PA2
		discussion,		
		Group		LO7
		Presentation		PA3
		1 1000mation		CA4
				LO9
				PA4
				PA5
				PA6
1210-1		Demonstration	Screen	LO8
240			Mirror	PA1
(30min)				PA2
(3311111)				1 / 1/
				LO7
				PA3
				CA4



			T	
1240-1 310 (30min)		Class Discussion, Demonstration	-	LO9 PA4 PA5 PA6 LO8 PA1 PA2 LO7 PA3 CA4
				LO9
				PA4 PA5
				PA6
1310-13	50 Lunch (40min)			1710
1350-1	,	Lecture	Slides	LO9
420 (30min)				PA4
1420-1		Demonstration,	Screen	LO8
450 (30min)		Class discussion, group	Mirror	PA1 PA2
		Presentation		LO7 PA3
				CA4
				LO9
				PA4
				PA5 PA6
1450-1		Demonstration,	Screen	LO8
520 (30min)		Class discussion,	Mirror	PA1 PA2
(5511111)		group		' ' \
		Presentation		LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6



1520-1				LO7		
550				PK1		
(30min)						
1550-1600 Tea break (10mi	1550-1600 Tea break (10min)					
1600-1		Lecture	Slides	LO7		
630		Class		PK3		
(30min)		discussion		PK5		
1630-1		Lecture	Slides,	LO7		
700		Class	Screen			
(30min)		discussion	Mirror	PK1		
1700-1		Demonstration,	Screen	LO8		
730		Class	Mirror	PA1		
(30min)		discussion,		PA2		
		group				
		Presentation		LO7		
				PA3		
				CA4		
				LO9		
				PA4		
				PA5		
				PA6		
1730-1						
800						
(30min)						
1800-1				-		
830						
(30min)						
	End of Day 4					

Time	Content/ Activity	Instructional Methods	Resources	Skill Criteri a
	DAY 5			
0900-0 930 (30min) 0930-1 000 (30min)		Lecture	Slides	LO1 CA2 LO4 CK5 CK7



1000-1		Lecture	Slides	LO9
030			0.0.00	PA4
(30min)				PA5
1030-1		Lecture	Slides	LO9
100			0.0.00	PA2
(30min)				PA4
				PA5
1100-111	0 Tea break (10min)			
1110-1	,	Lecture,	Slides,	LO8
140		Class	Learner	PA1
(30min)		Discussion	Guide	PA2
				LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6
1140-1		Presentation,	-	LO8
210		Demonstration,		PA1
(30min)		Class		PA2
		discussion,		
		Group		LO7
		Presentation		PA3
				CA4
				LO9
				PA4
				PA5
				PA6
1210-1		Demonstration	Screen	LO8
240			Mirror	PA1
(30min)				PA2
				LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6



1240 1		Class		100
1240-1		Class	-	LO8
310		Discussion,		PA1
(30min)		Demonstration		PA2
(33)				
				LO7
				PA3
				CA4
				LO9
				I I
				PA4
				PA5
				PA6
1310-135	50 Lunch (40min)			
1350-1		Lecture	Slides	LO9
420			=	PA4
				' ^+
(30min)				
1420-1		Demonstration,	Screen	LO8
450		Class	Mirror	PA1
(30min)		discussion,		PA2
(0011111)				' ' '
		group		
		Presentation		LO7
				PA3
				CA4
				1,00
				LO9
				PA4
				PA5
				PA6
1450-1		Domonetration	Screen	LO8
		Demonstration,		1
520		Class	Mirror	PA1
(30min)		discussion,		PA2
		group		
		Presentation		LO7
		. 1000111011011		PA3
				CA4
				LO9
				PA4
				PA5
				PA6
4500.4				1
1520-1				LO7
550				PK1
(30min)				
	00 Tea break (10min)			



1600-1		Lecture	Slides	LO7
630		Class		PK3
(30min)		discussion		PK5
1630-1		Lecture	Slides,	LO7
700		Class	Screen	
(30min)		discussion	Mirror	PK1
1700-1		Demonstration,	Screen	LO8
730		Class	Mirror	PA1
(30min)		discussion,		PA2
		group		
		Presentation		LO7
				PA3
				CA4
				LO9
				PA4
				PA5
				PA6
1730-1				
800				
(30min)				
1800-1				-
830				
(30min)				
	End of Day 5			



Time	Content/ Activity	Instructiona I Methods	Resources	Skill Criteri a			
DAY 6							
0900-09		Recap	Slides				
30							
(30min)				E. DE			
0930-10 30 (60min)		-	-	For PF CK10 CA1 CA2			
				CK1 CK2 CK6			
				CK3 CK4 CA7			
				CK5 CK7			
				CK8 CK9 CA3 CA6			
				PK2 PK4 CA5 CA8			
				PK1 PK3 PK5			
				For PP CA4 PA1-6			



1000-11 00		Lecture, Class	Slides	LO7 PK1		
(60min)		discussion		PK3		
(**************************************				CA4		
				PA3		
1100-1110 Tea break						
1110-12		-	Slides	-		
10						
(60min)						
1210-13		Class	Slides	LO9		
10		Discussion		PA4		
(60min)				PA5		
				PA6		
1310-1350 Lunch						
1350-15	Finalisation and Submission of Practical					
20	Performance					
(90min)						
1520 to end of	ASSESSMENT CLARIFICATION VIA ORAL INTERVIEW)					
Day	PP: 60min presentation (viewing of Visumes) (1:20)					
	PF: 30min Ol (1:1)					
	Debrief each learner after Oral Interview is over.					
End of Day 6						